

AIRPORTS BEST AUDIENCE FOR ADVERTISERS



A research survey that was conducted by Scarborough and commission by the CCA provided some interesting results. The survey shows Business Frequent Flyers are much more likely than any other adult in the United States to actually try out new product and different types of services. In fact, they are 83% more likely to do so than anyone else. This survey highlights something important and that is where the advertisers should be advertising for new services and product. Advertisers can use this information in their favor, targeting these frequent travelers with their particular advertisements. The study had to do with about 2,000 different adults who were between the ages of 18 and older. This study shows that advertisers have the chance to advertise to a captive audience and actually target these individuals, especially since approximately 3 out of every 4 Frequent Flyers actually took the time out too look at the advertisements around them and read them as well. This shows that they are paying attention to the advertisements and learning more about them by reading what each advertisement has to say. The survey also shows that when it comes down to advertising in certain airports, there are specific areas in which the advertisements should be displayed, especially high-visibility areas. These particular areas include the baggage claim and ground transportation areas, which is where flyers are constantly located before and after flights. It is a sure way to attract the attention of these different Frequent Flyers and Business Frequent Flyers for sure. The President of the CCA (Clear Channel Airports), Toby Sturek, says that this is a very important study, especially for companies who are interested in learning more about frequent travelers and the buying power that they have. The study shows that advertisers who spend money to advertise in airports are doing the right thing because they are advertising to an audience that is most likely to engage with the advertisement and respond, giving newer products a try. Airport advertising is definitely worth it, especially according to the results from this survey. Another interesting part of the survey is that business travelers are often market influencers. They find out about products from airport advertising and then at that point, they give the products a try, talk about it with other people, and then the product usually ends up becoming a success. These are people who spend a lot of time at airports and a lot of time generally looking at advertisements because they are all over the airport. And, because of that, they are often more willing to try different things and also seem to be far more connected with a number of different product and services.

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