

DENVER INTERNATIONAL AIRPORT AND DIGITAL ADVERTISING



Clear Channel

The Clear Channel Airports has recently made an announcement that goes above and beyond digital advertisements. The airports have announced that they are implementing a digital advertising program like never before for the Denver International Airport, one of the busier airports in the entire United States and in the world as well. Basically, there will be video towers and these towers will have huge displays, all of which will be digital. The Denver International Airport now has the opportunity to take the lead when it comes to digital advertising. With the new plan set, there is going to be a lot of installation going on, with over 100 LCD screens being placed in and all over the airport, some of which will actually be 70-inches long. With so many digital screens, the Denver International Airport will be the first airport to take such a huge leap in going digital. The towers that display these videos are bigger than any other displays that are located in any other airport in the United States. In doing this, the airport gives tons of businesses the chance to advertise for their brands in all type of strategic ways, many of which will capture the attention of millions of people who end up in the airport within a year. And, the airport will also benefit, along with the advertisers and brands, because this is a way for the airport to generate more revenue and cut back on the costs that partners of the airline are charged. The new digital advertisements are part of a new contract, which is set to stay intact for an entire decade. In the baggage claim, there will be tons of touchscreen advertisements, which will also be compatible with all types of mobile devices, ranging from cell phones to any other piece of technology. The touchscreens will, of course, be thin and custom-create with a sleek design, one that will be modern and visually appealing for all of the passengers who come to and from the airport for their traveling needs. The Denver International Airport is already known for its decent architecture but the digital screens will only improve the appearance and make it easier for everyone. In fact, with the digital screens, it will be easier for the airports to pass around important information, specifically any weather delays and emergency information that needs to be reported to all passengers. The President for Clear Channel Airports, Toby Sturek, says that the Denver International Airport will be the first airport in the United States to understand the general importance of digital advertising and in doing so; they will be able to improve the overall efficiency of the airport a well. Sturek also says that Clear Channel Airports is pleased to have the opportunity to partner up with the Denver International Airport, an airport that will now offer an experience like no other to its passengers.

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