

CLEAR CHANNEL AIRPORTS SIGNS NEW DEAL



On Thursday, the universe's top marketer of airport advertising, Clear Channel Airports, signed a five-year contract with Norfolk International Airport that will create new digital advertising options to businesses along Hampton Roads. This will bump money-making opportunities for the Norfolk Airport Authority. The fresh program will allow advertisers original outlets to publicize their companies and connect with 3.4 million travelers that come through the airport every year. "In addition to marrying aesthetic integration and local awareness, the new project will generate revenue that will help us continue to improve the passenger experience at Norfolk International Airport," said Wayne Shank, executive director of Norfolk International Airport. "We look forward to continuing the successful partnership between the Airport Authority and Clear Channel Communications as we leverage digital technology to unveil state-of-the-art advertising options at our airport." To go along with the ORF's capital improvement project, Clear Channel Airports will bring along a creative redevelopment plan that will use the best in digital technology to engage advertisers and travelers. They will install 70" and 80" LCD screens as well as digital touch screens as well as a smart phone application to guarantee that advertisers possess several options to engage consumers. Travelers will be able to check their flight status, baggage claim, gate, wait time at the security checks, weather, food and drink, parking and other transportations options from their smart phones thanks to the FlySmart 2.0 app. "We are excited about the new five-year deal, as well as the opportunity to build on our strong relationship with the Norfolk International Airport," said Toby Sturek, president, Clear Channel Airports. "Our next-generation digital advertising program will enable the thriving businesses of the region to engage millions of travelers in innovative and dynamic ways." CCA is top notch when it comes to the airport ad industry. They control upwards of 280 airports to go along with their 37 years of experience as a leader in the industry. They are a division of Clear Channel Outdoor Holdings, Inc. They offer numerous options for global and countrywide advertisers who want to create successful brands. They serve as a jumpstart for encouraging tourism, economic growth and support in the community. Norfolk International Airport is a major airport that serves Coastal Virginia and the northeast section of North Carolina. American, Southwest, Delta, United, United Airways and other regional business partners help to provide nearly 100 departures per day. Norfolk is rated as the 65th biggest airport in the country. They served approximately 3.2 million travelers in 2011.

<https://blog.granted.com/>