

AIRPORT ADVERTISING TAKES OFF

Creative and innovative multi-media point-of-sale solutions are Questek Advanced Technology's trademark and the recent installation of 120 LCD screens for advertising in the washrooms at three of South Africa's international airports bears testimony to Questek Advanced Technology's ability to understand and translate the client's unique requirements into reality.

Questek Advanced Technology installed 120 full colour, high resolution 15" LCD digital screens in 52 washrooms in the Johannesburg, Durban and Cape Town airports. The screens, housed in a custom designed, stainless steel frame were selected for their high brightness and resolution. In addition, the robust nature of this technology offers unique features which are ideally suited to the washroom environment.

Advertising, scheduled on a five minute loop, offers advertisers an ideal opportunity to convey targeted messages to decision makers in selected markets. Afrilink Communications, the largest media owner of washroom advertising within the three airports has researched the market thoroughly to determine the extent of the exposure a client can expect. ACSA statistics for 2001 show that 18.2 million passengers move through the Johannesburg, Cape Town and Durban airports annually – 88 141 daily. The research conducted also determines that women spend up to 3.5 minutes in a washroom and men approximately 1.5 minutes.

Structured for maximum exposure, adverts can be 'cherry picked' by gender, venue, region and spot length to ensure maximum and routed to specific washrooms. Each advert is run 12 times per hour which amounts to 216 flightings per day (based on an 18 workday) – 6 696 per month. The info-on-screen software which is managed by Questek's subsidiary Media Host allows for great broadcast versatility and delivery of the advertising material.

