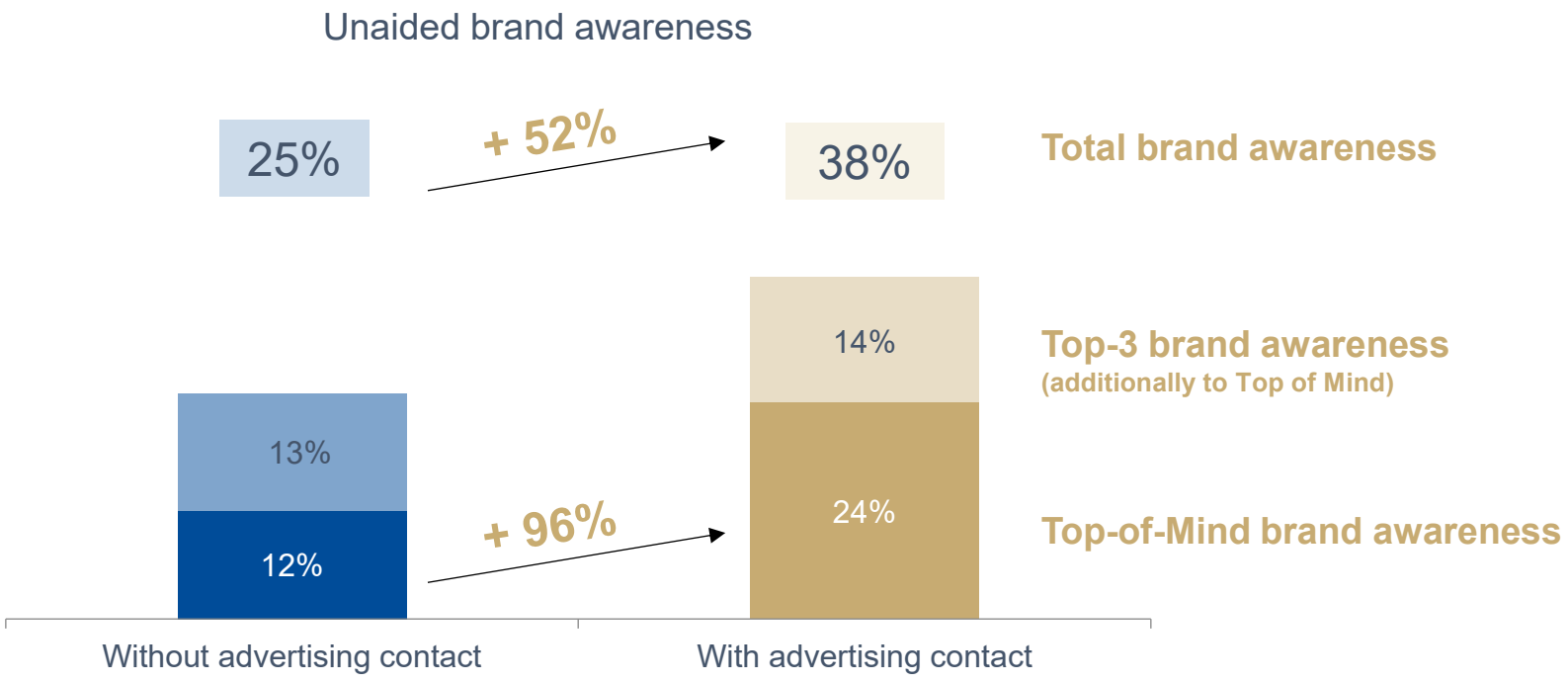
Airport advertising doubles brand awareness

Database analysis shows:
Multiple contacts at Frankfurt Airport significantly increase brand awareness



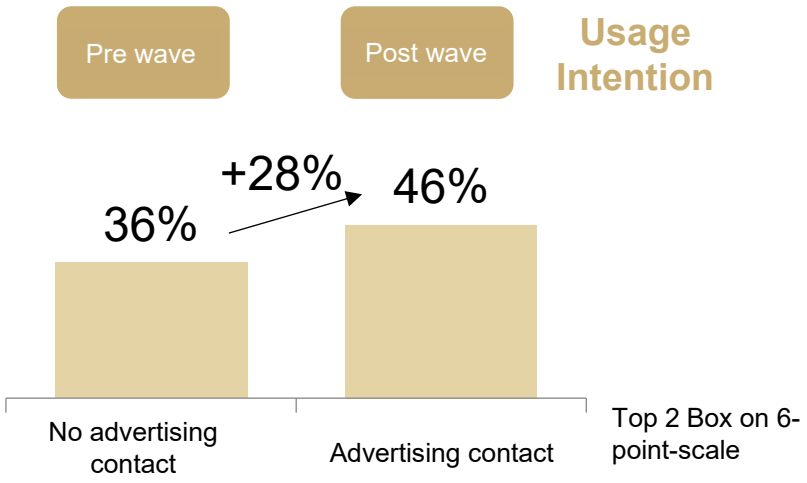
THE AIRPORT AS AN EFFECTIVE TOUCHPOINT FOR SUSTAINABLE BRAND BUILDING

Source: Analysis of the Digital Airport Walk study database regarding the impact on unaided brand awareness → valid for digital networks with multiple ad touchpoints

Airport advertising significantly increases purchase and usage intentions

Brand uplift:
Studies show that airport advertising increases purchase intent by around 20%.

Example of a brand uplift study (pre-/post-wave)



***GLOBAL JCDECAUX STUDIES AT AIRPORTS CONFIRM THE EFFECT** (11 STUDIES, TEST VS. CONTROL GROUP):*

- ***CONSIDERATION: +29 %***
- ***WILLINGNESS TO BUY/USE/DOWNLOAD: +18 %***