



ROUTE

The word "ROUTE" is written in a bold, white, sans-serif font. The letter 'O' is replaced by a large, vibrant pink location pin icon. The background is black and features several faint, semi-transparent grey icons: location pins, double lines, and circles, scattered around the text.

Route Media - Cardiff Airport

Campaign Strategy.

IMPACT

- 📍 Our 'Impact' formats cover our inventory that you just can't miss. These locations are perfect for creating stand-out impact with big scale, reaching a large audience in high footfall locations. Formats include creative wall vinyls, banners and backlit lightboxes.
- 📍 Impact formats suit campaigns with a clear call-to-action and bold creative who want to make an impact with their audience, directing them to a website or action.



DWELL

- 📍 'Dwell' formats include inventory in locations where the audience are waiting around (e.g. check-in, security, immigration) and has the capacity to take time to digest advertising.
- 📍 This format fits campaigns who want their audience to dwell on their campaign a bit longer, perhaps you have some longer copy you'd like them to engage with or a more complex message to get across.

WORKING TOGETHER, THESE FORMATS ENABLE CLIENTS TO BUILD AWARENESS OF THE MESSAGE THROUGH HIGH **IMPACT FORMATS AND THEN REINFORCE THAT MESSAGE WITH LONGER **DWELL** TIME FORMATS, WHEN THEY ARE IN THE RIGHT FRAME OF MIND TO ENGAGE.**

Why use airport advertising?

Airport advertising in general, provides a unique opportunity for brands to engage with a captive and openly alert audience for longer periods of time.

Airport audiences cover a range of demographics; but as a whole they are **captivated** and **positive**.

The airport environment creates a positive experience for passengers, a location where “normal” rules don’t apply and they don’t adhere to the same considerations for need and price as they do in their everyday lives.

Many consider the airport part of the holiday experience, this provides brands with the opportunity to engage with their audience while they are in a receptive mood to advertising.

In addition to this, brands which advertise in airports are perceived as international and prestigious, boosting positive brand perception.

- 📍 **Average passenger dwell time of two hours.**
- 📍 **Consumers typically more receptive and responsive.**
- 📍 **High AB and C1 audiences.**
- 📍 **Tailored campaigns and environments to suit your brief.**

Why Cardiff Airport?

Our inventory at Cardiff Airports covers all the environments including departures, arrivals, duty free, security and immigration. We have a range of formats for all budgets, from our digital 4-sheets to bespoke wall vinyls and our static 96-sheet.

Cardiff Airport is predicted to manage 1 million passengers in 2023 with new daily flights to Paris just launched as well as additional capacity on TUI flights out of the country.

Despite lower passenger figures than previous years', the airport's passengers are a passionate and proud, predominantly Welsh group, making them unmissable for local and national brands looking to build reputation and affinity.

- ❏ Cardiff is the capital city and one of the principle areas of Wales.
- ❏ Cardiff is the 11th largest city in the UK.
- ❏ Cardiff is visited by 18million tourists every year, and according to Visit Britain is the 10th most visited UK city by international tourists.
- ❏ Cardiff Airport has over 50 direct flight destinations and 900 connections.
- ❏ Cardiff Airport is Wales' only international airport and serves the densely populated area of South Wales.

❏ **Range of formats across static and digital, suited to all budgets.**

❏ **Cardiff Airport predicted to recover to manage 1 million passengers in 2023.**

❏ **Wales' only international airport, serving the capital city and wider area of South Wales.**

Destinations.

Direct destinations from Cardiff Airport include some of the most popular tourist hotspots in Europe; Amsterdam, Paris, Edinburgh, Dublin, Portugal, Spain, Croatia, Greece and Turkey.

Through links with KLM and Amsterdam, the opportunities from Cardiff opens up to the US, Caribbean, South America, Africa, Asia and Australia.





Passenger Demographics

54% Female

46% Male



In 2019, Cardiff Airport managed 1.63 million passengers



Passenger Destination

86.3% International

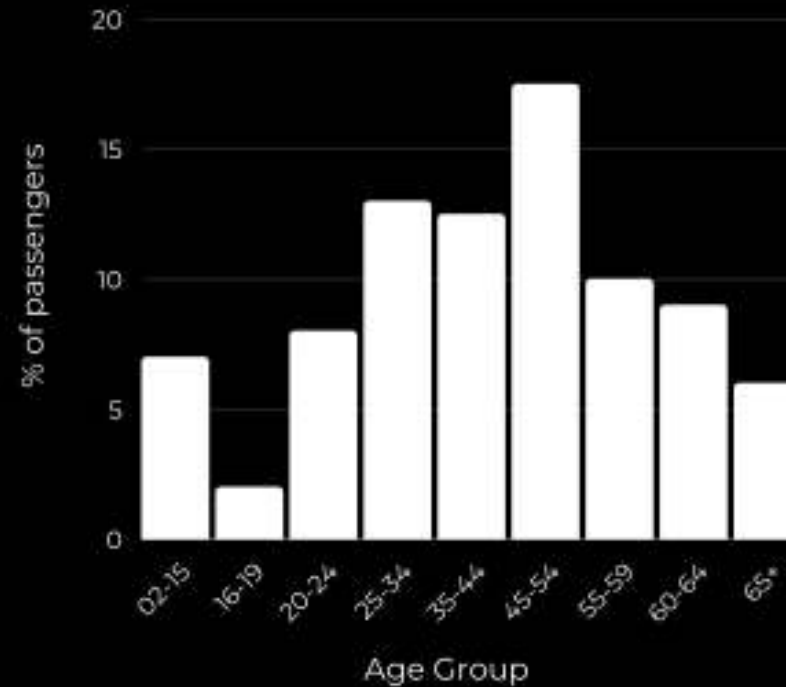
13.7% Domestic



Passenger Purpose

87% Leisure

13% Business



Static 96 Sheet.

This static 96-sheet is located outside the entrance to the airport, visible to all passengers departing and arriving as well as those using the passenger drop-off zone.



Static



Departures



Arrivals

Digital 48 Sheet.

This eye-catching digital site is located outside both arrivals and departures lounges, and therefore appeals to 100% of airport traffic.

📍 Size:	1008px W x 504px H
📍 4-week Media Cost:	£1,000
📍 Print & Installation:	NA



Digital



Departures



Arrivals



ROUTE

Static 6 Sheets.

Our network of static 6 sheets reaches passengers across the airport; from departures, duty free to security and arrivals. Achieve 100% share of voice with this eye-catching illuminated, static format.



Static



Departures



Arrivals



Security

Digital 4 Sheets.

We have seven digital 4-sheets located inside the airport in departures, lounges, security and arrivals. These screens also house an automatic hand sanitiser dispenser, meaning the audience is up close and personal with the unit, creating a longer dwell time for copy.



Digital



Departures



Arrivals

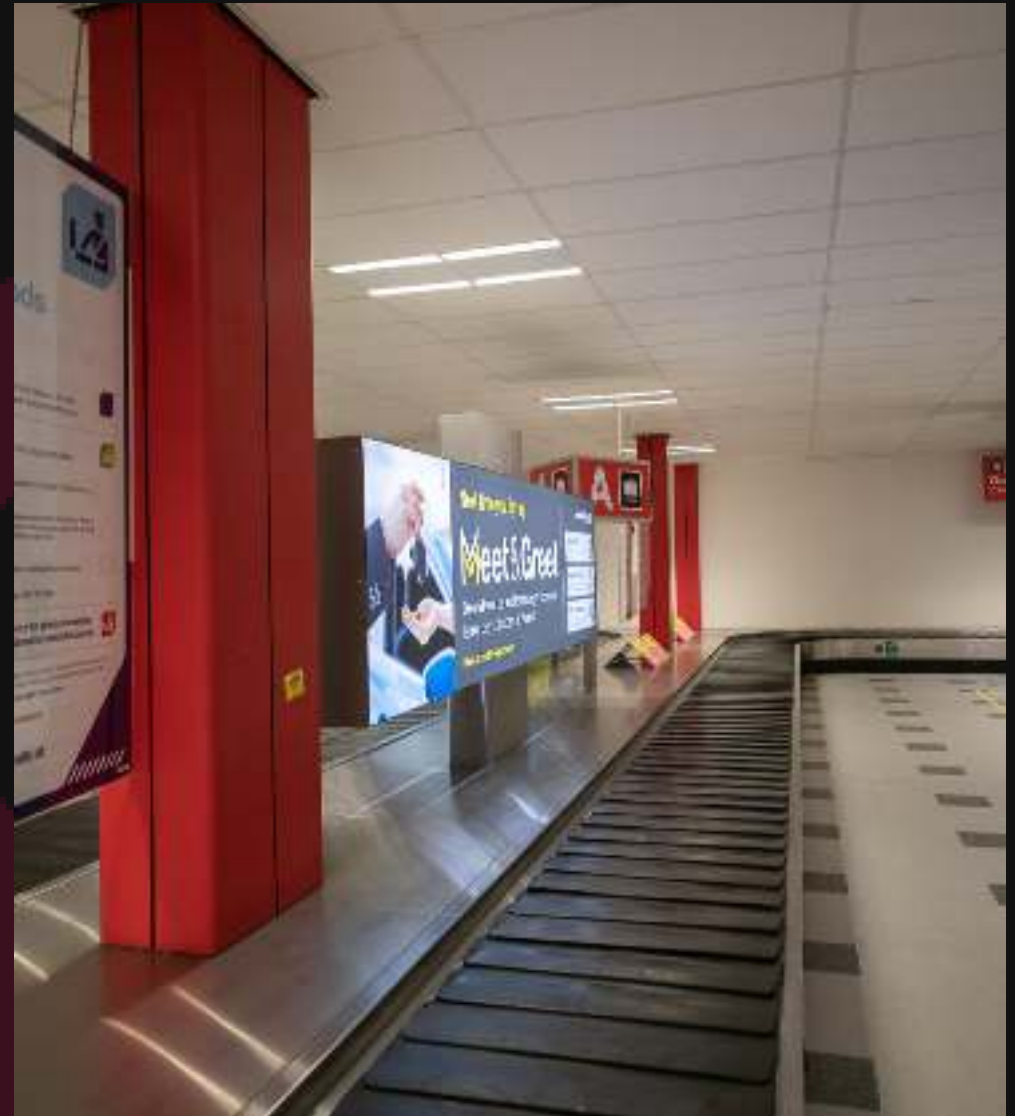


Security

Baggage Reclaim *Landscape Lightbox.*

An area with a high dwell-time, our baggage carousel lightboxes are situated directly in front of arriving passengers as they wait for their luggage.

These formats work really well alongside the baggage trolleys.



Static



Arrivals

Lightboxes.

Impossible to miss and eye-catching, our illuminated lightboxes are located in high-dwell and footfall locations in departures, duty free and arrivals.



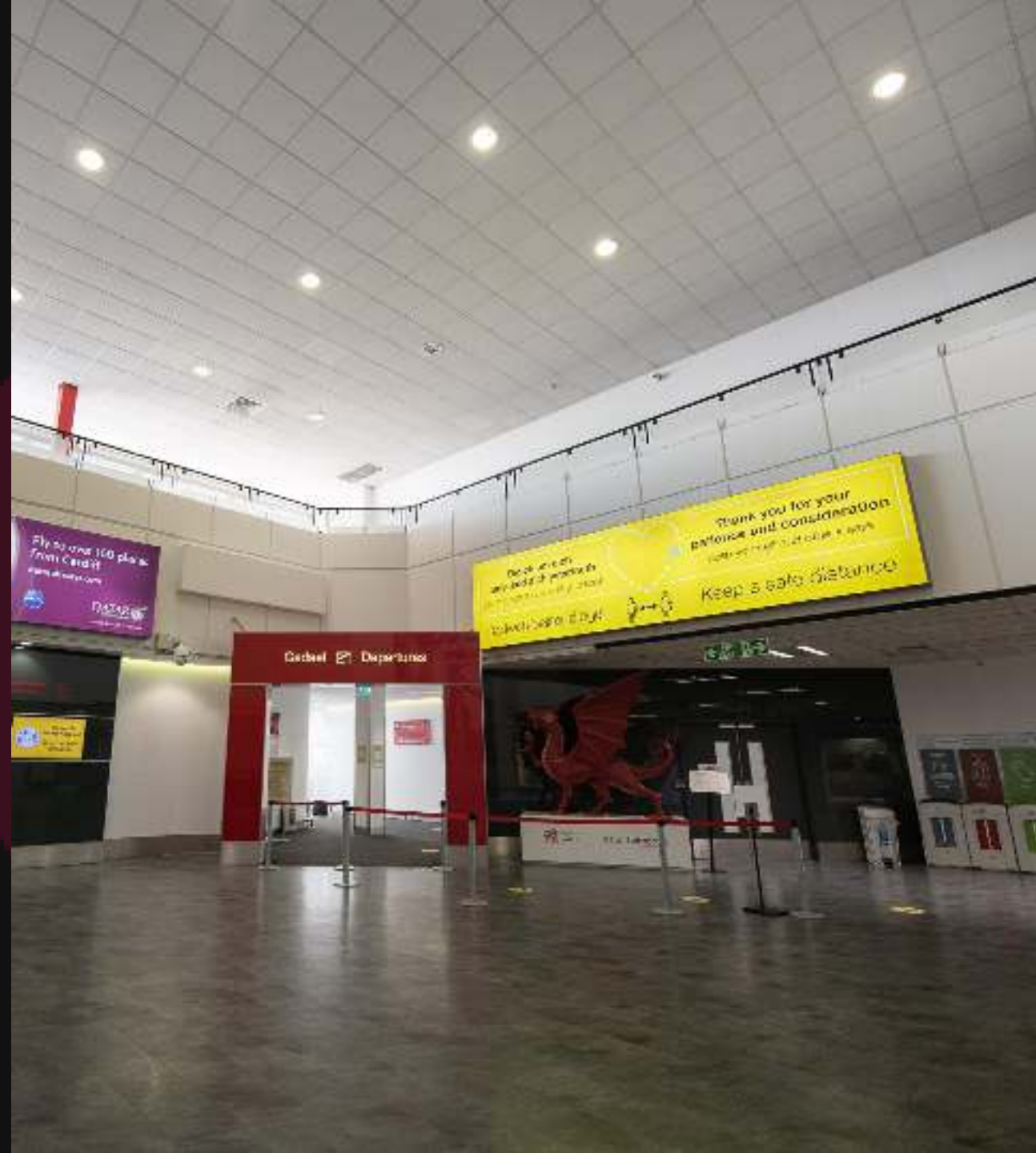
Static



Departures



Arrivals



Bespoke.

Looking for the chance to really stand out? Our bespoke options range from wall vinyls to large, free-hanging banners and window wraps. With a bespoke brief, we work with you to choose the best location and format for your objectives and budget – creating a unique media opportunity for your brand and audience.



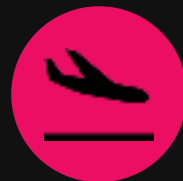
Bespoke



Static



Departures



Arrivals



Security



ROUTE





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In Team Wales, wherever it's taken to the world, you too can explore new opportunities to expand your business on the international stage. Businesswales.gov.wales/airport #ExploreExportWales

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