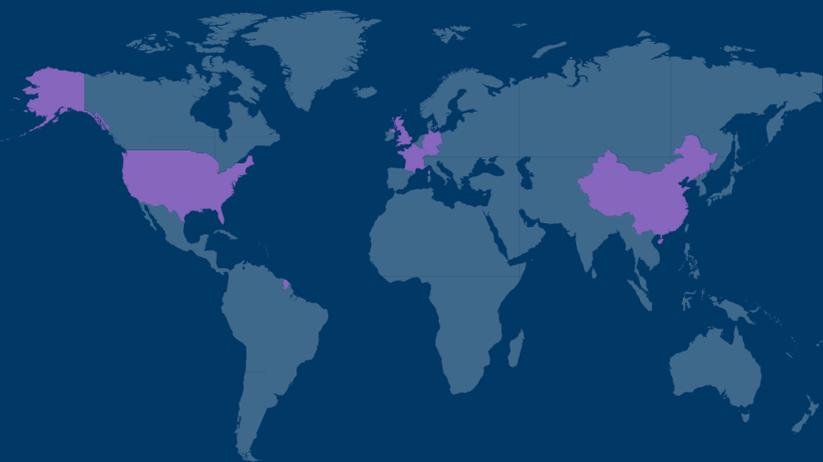


Airport advertising confers the highest perceived value compared to other advertising channels

New global research reveals that Airport advertising delivers the highest perceived value for brands when compared to Online Display, Social Media, TV and Press advertising environments.



Methodology

6,000 respondents across 5 markets: China, France, Germany, UK and the USA.

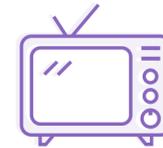
Each respondent was shown a **fictional brand in situ** in **one of five media environments**



Airport



Online display



TV



Social media



Print magazine



Luxury

“Approximately how much would you expect to pay for a 50ml bottle of the perfume advertised in this image?”



B2B

“On a scale of 1 to 10, where 1 is ‘not at all prestigious’ and 10 is ‘very prestigious’, how prestigious do you consider the technology company advertised in this image to be?”

Results

On an index **Airport flyers scored 111 for perceived value** compared to the average for other advertising environments

On an index **Airport flyers scored 113 for prestige** compared to the average for other advertising environments

This study comes at an important time as travel opens up once again and shows that **the Airport continues to define prestige and luxury across the largest media markets worldwide**, making it a key environment for our advertising partners.