

Provantage Media Group's Airport Ads launches Visionet at Lanseria

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Digital Out of Home (DOOH) is becoming increasingly popular within airport environments - according to Airport World magazine, it now accounts for between 20% and 40% of sales at large international airportsⁱ. The global trend towards making use of this highly effective advertising medium points to its relevance and immediacy - and luxury brands are particularly excited by the possibility of reaching travellers poised to shop in the 'third space' that airports have become.



With this global trend in mind, Airport Ads®, a division of Provantage Media Group, unveiled three high-definition Visionet™ digital billboards at Lanseria International Airport on 1 September. As a growing airport that is strategically important to Gauteng – it is in the process of constructing a multi-storey parkade and has introduced a SLOW lounge for more discerning upper LSM passengers (73% of Lanseria commuters are in LSM 10, and 60% earn more than R25,000 per month, according to research conducted by Millward Brown). Lanseria is therefore the perfect place to showcase premium-quality brands to an ever-increasing number of passengers (and a large number of VIPs). The average age of passengers in this airport is 39 and travellers are as likely to be flying for business as for leisure. Most are male (51%) and are frequent flyers (61%); 89% are household decision-makers, with the most commonly found passenger a 40-year-old male who travels for business and whose personal income exceeds R60k a month.



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The billboards are situated in the main concourse on the bulkhead between escalators leading to and from the upper food court; above the entrance/exit doors near the car rental section; and above the entrance/exit doors at the drop-off/pick-up area and are all in sync. They target all arriving and departing passengers as well as all visitors to the airport terminal building (166,667 people a month).



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The first large-format Visionet™ digital billboard was launched at King Shaka International Airport in 2014 and more billboards will be rolled out in key high-density nodes in order to speak to upper LSM leisure and business travellers. The enormous LED billboards are among the largest indoor screens in an airport environment in South Africa.

Mzukisi Deliwe, Deputy CEO of Provanantage Media Group, comments: “The innovative, state-of-the-art billboards will enhance the airport environment, providing an opportunity for brands to reach the right target market. Visionet™ consolidates our position as a leader in DOOH in southern Africa – we are already market leaders with our digital place-based networks airport.tv™ and TRANSIT.TV™. We are excited to have rolled out more large-format screens in a prime location, namely a second international airport.”

For more information on Visionet™ and Airport Ads®, contact airportads@provanantage.co.za or call 0861 776 826. Follow on Twitter [@AirportAds](https://twitter.com/AirportAds) or go to www.provanantage.co.za/airport-ads for more detail.

ⁱ<http://www.airport-world.com/item/361-more-than-just-billboards>

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