

SA airports provide audience of over two million well-heeled consumers

By [Mzukisi Deliwe](#), issued by [Provantage](#)

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Mzukisi Deliwe, spokesperson for Airport Ads®, shares the key findings of independent research on how many feet travel through airports, and how digital out-of-home (DOOH) in these environments is benefiting brands.



Consider this: over 2 million business and leisure passengers, who are discerning and tech-savvy, pass through South Africa's airports each month; spending at least 66 minutes in the environment when departing. And many of these passengers are the SADC region's key decision makers.

Before we go further, let's take a step back to answer the following question: Why do we consistently research? To ensure that our numbers are correct and that we continue to provide advertisers with excellent return on investment and pinpoint consumer insight. As such, we commissioned Millward Brown to study air traveller behaviour and build an effective audience and frequency calculation model which takes into account numerous factors related to air travel environments.

Through the research, we affirmed that the most regular travellers are frequent flyers from the LSM A bracket. They have purchasing power as well as an affinity for big ticket brands such as high-end personal accessories and products.

We also confirmed that consumers in airports experience something peculiar. They are both rushing and dwelling; they're rushing to catch a flight and waiting to board that flight and also wait to collect their luggage on arrival.

As experienced marketers will know, the peculiarity of this plays out practically. Essentially, it drives synergies and increases the consumer's ability to assimilate advertising messaging.

We also know that travellers become a sought-after captive audience as they engage airport.tv® screens in high dwell time nodes and mitigate their apprehension and enhance their excitement by keeping up to speed with world news, entertainment and lifestyle. This is the beauty of this fully-fledged digital television channel.

However, not many know that the differences between dwell times in large and small airports is not vastly different for arriving passengers. It is different for departing passengers as they spend longer time periods dwelling within particular areas in large airports compared to smaller airports.

The research also shows that of those who verified an advertisement on airport.tv®, 68% took out a key message and an average of 7.54 out of 10 liked the advertisement. And most importantly, in excess of 74% of brands that flight on airport.tv® were spontaneously recalled; this is way above the norm.

It was also fascinating for us to learn that 40% of respondents reported a willingness to interact with airport.tv® advertised brands on social media platforms such as Facebook, YouTube and Instagram. Have a think about the implications of that for a moment.

The research also shows that OOH media, essentially an established "bread and butter" medium for any ambitious brand, will grow steadily over the next five years and will reach an estimated total value of R5.1billion by 2019. DOOH's share of this is expected to be 33%. Successful marketers are considering, and driving, the potential this offers.

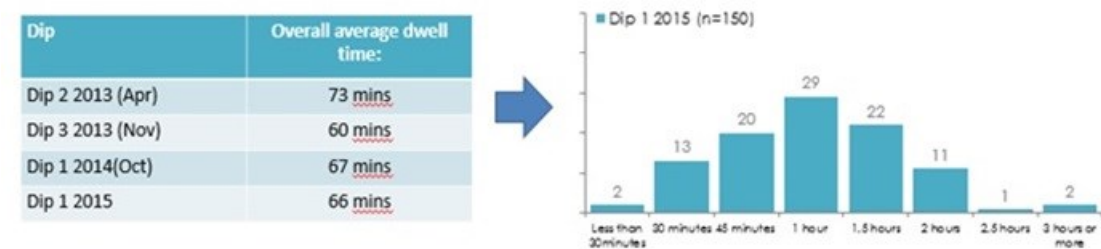
In comparison with other media, DOOH is ideal for delivering simple messages with impact to a wide audience. But to achieve this, proximity to point of purchase is necessary. DOOH offers this possibility.

Big impact usually costs a lot of money, but sometimes a little money can work a lot harder. A DOOH channel such as airport.tv® has the power to create impact cost effectively. You can target the LSM A consumer with your already-created TV advertisements; and from within your digital budget. Or bring life to your static ads.

When it comes to getting a message across, the bottom line is this: you need to be where your target market is, you need to talk to them in their language and you have to be where your audience’s mind-set is open and ready to assimilate messaging. With the high dwell-time in airports and with the power of airport.tv®, consumers have the time and the frame of mind to forge affinity with brands.

Info side bars:

Passengers pm	Large Airport			Small Airport								Total
	ORT	CPTWN	KSIA	Bloem	Kimberly	PE	EL	Uptington	George	KMIA	Lanseria	
Arriving	450 144	311 083	179 417	15 371	6 524	61 030	26 397	3 145	27 148	9 412	83 333	1 173 005
Departing	449 224	313 531	179 719	15 490	6 550	60 790	26 531	3 114	27 469	9 412	83 333	1 175 162
	899 368	624 614	359 137	30 861	13 073	121 819	52 928	6 259	54 617	18 823	166 667	2 348 166



	Average dwell time (min)
Frequent Flyers	69
Non Frequent Flyers	55
OR Tambo International	68
King Shaka International	46
Cape Town International	65

Frequent Flyers: Respondents who have travelled twice or more in a month
Non Frequent Flyers: Respondents who have travelled once in the last month

Airport Ads® has advertising rights to 11 airports in South Africa and at Kenneth Kaunda International Airport in Zambia. To find out how Airport Ads® can take your brand to new heights contact Mzukisi (Mzi) Deliwe on 0861 776 826 or mzi@provantage.co.za or connect [@ProvantageSA](https://www.instagram.com/ProvantageSA) or go to www.provantage.co.za

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