

# Airport Ads awarded media rights at Lanseria International Airport

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Airport Ads®, a division of the leading out-of-home company Provantage Media Group, has been awarded the rights for advertising opportunities within the Lanseria International Airport precinct.



*From left: Danie Opperman - Deputy Airport Manager (Lanseria International Airport), Douw Du Preez - Chief Financial Officer (Lanseria International Airport), Carel Le Roux - LIA Attorney, Johan Scholtz - Financial Director (Provantage Media Group), Jacques du Preez - Managing Director (Provantage Media Group), Mzukisi Deliwe - Director (Airport Ads®), Vaughan Berry - Director (Provantage Media Group), Claudette Vianello - Marketing & Media Manager (Lanseria International Airport), Rampa Rammopo*

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Mzukisi Deliwe, Director: Airport Ads® explains that the ability to provide brands with the opportunity to reach 2 million upper income travellers per annum holds enormous potential. "We are extremely excited to announce our latest addition to the Airport Ads® portfolio - Lanseria International Airport - bringing our offering to 12 airports in total."



Lanseria International Airport, situated north of Johannesburg, serves 2 million passengers per annum. The consumer profile is upper LSM, business and leisure travellers, who enjoy luxury goods and for advertisers this is a golden opportunity to reach, engage and influence this highly sought-after market segment.

Airport Ads® has numerous years of expertise within the airports environment and with the high calibre personnel on both the strategic and the operational teams; the brand continues to offer exceptional and innovative branding opportunities, seamless implementation and state-of-the-art reporting.

In addition, digital research (A.I.R), in partnership with Millward Brown, offers both advertising efficacy and passenger behaviour insights whilst EMM (Environment Media Mapping) processes ensure that the correct media type is positioned in the correct place, taking passenger behaviours and the direct location into account.

Gavin Sayce, CEO of Lanseria International Airport says: "We are happy to have Airport Ads® on board with us; Lanseria

International Airport was looking to partner with a company that clearly understood media and had significant expertise within the highly dynamic airport space. Airport Ads® has made a significant impact within the airport environment in South Africa and we look forward to working with them."

Airport Ads® aims to ensure the ideal exposure for brands through various product offerings and with Lanseria International Airport in the marketing mix, this will extend reach to a wider airport audience.

Airport Ads ® will offer clients a multiple engagement strategy for reaching Lanseria International Airport passengers. A combination of airport.tv® - a fully-fledged digital television network, airport static - high impact sites on both airside and landside, and airport activations where consumers can feel, touch and experience a brand, will ensure effective brand recall and assimilation.

"An airport environment offers the perfect opportunity for advertisers to reach an upper income audience. The environment offers high dwell time and consumers in the ideal frame of mind for assimilating and engaging with brand messaging. It's a win-win for everyone," concludes Deliwe.

For more information on how Airport Ads® can tailor-make a branding package to suit your needs, contact Mzi Deliwe [mzi@provantage.co.za](mailto:mzi@provantage.co.za) or 0861 776 826 go to [www.provantage.co.za](http://www.provantage.co.za) and follow [@ProvantageSA](https://twitter.com/ProvantageSA)

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