

easyJet wraps up summer at Gatwick

THE DETAILS:

Eye launched a dynamic 12 month campaign at Gatwick with an aim to drive awareness of the airline's domestic business routes amongst business travellers. The initiative involved wrapping all three tunnels at the airport's South Terminal, alongside travelator wraps and a series of digital and static media formats. This is a great example of the flexibility of the airport environment, the high-impact static and digital formats provided easyJet with maximum visibility as well as delivering brand awareness to Gatwick flyers and their targeted business audience. The campaign represented a media-first as collective wrapping of all three tunnels at Gatwick Airport had never been done prior.

RESULTS:

Bryan Jago, European Business Director at OMD UK said: *"Eye and London Gatwick have been great at offering us flexible and impactful media opportunities for easyJet's long-term Business Traveller campaign. With easyJet's market share at Gatwick already over 30%, it represents the ideal environment for the airline to further increase its customer base through effective frequent flyer messaging."*

KEY FACTS

Client: easyJet
Campaign: Business sense
Location: Gatwick Airport
Target Market: Business travellers

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