

EA Games encourages families with children to experience a selection of its games

EA Games takes to Manchester Airport with special promotional zones.

THE DETAILS:

EA Games engaged with families travelling with young children at Manchester Airport. Promotional zones captured the attention of young passengers during the summer holiday period.

RESULTS:

Claire Stokes, Managing Director, Circle Agency said:
"This is the first time we have chosen to target the family audience. We experienced an extremely positive response rate on site and sales have already seen a notable increase. I can see airport interaction being something we repeat in the future."



KEY FACTS

Client: EA Games

Campaign: EA Games experience

Location: Manchester Airport

Target Market: Families on holiday



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