

Eye Airports create a media first for FCC with timed arrivals campaign

THE DETAILS:

First Capital Connect (FCC) collaborated with Eye Airports and Gatwick Airport to deliver a timed campaign targeted at arriving passengers. The 'Arrivals Live Feed' campaign ran on the digital arrivals network, supported by a number of arrivals lightboxes, two arrivals eyelites and a bespoke vinyl wall wrap, dominating the arrivals space and enabling FCC to communicate their message to their target audience. Specifically targeting passengers planning onward travel, FCC started their 'next train to London' message at the baggage reclaim belt creating an arrivals journey that takes the passenger from baggage reclaim to purchasing an FCC train ticket.

With 32% of passengers travelling by train from Gatwick Airport, the arrivals network provided the perfect opportunity for FCC to dominate the space and raise awareness amongst flyers.

RESULTS:

FCC achieved a two for one return on their investment and extended their campaign. Hannah Shackcloth – Design and Campaign Manager at FCC said: *“An exciting media first campaign that has proven to be very successful for First Capital Connect! Eye Airports, along with London Gatwick, have provided an innovative opportunity to create a bespoke, timed campaign that targets passengers throughout arrivals.”*



KEY FACTS
Client: First Capital Connect
Campaign: Arrivals Live Feed
Location: Gatwick Arrivals
Target Market:
Arriving passengers



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