

# Case Study – Dart Marina

## DART MARINA HOTEL & SPA



### The Objective

To increase brand awareness and drive sales as a luxury hotel and spa

### The Location

Site 4, Check-In Hall, Exeter Airport

### The Execution

With 46%\* of people saying that Airport advertising makes them aware of travel companies and services, we chose this large lightbox in the check-in hall, targeting all departing passengers where dwell time is high

### The Outcome

Paul Downing, Managing Director, Dart Marina said *“After initial uncertainty we have been delighted with the installation at Exeter Airport. The visuals look fantastic and the anecdotal evidence suggests many of our target market are taking note of the adverts. We have been so pleased we have continued with the placement and have no plans to remove it”*

\*Source: Travel and Tourism Survey by Eye 2012