

Budapest Airport and Clear Channel presents digital advertising possibilities offered at Budapest Airport

Clear Channel Outdoor Hungary, a partner of Budapest Airport, and specialist publication *Kreatív* presented advertising possibilities offered by Budapest Airport to leading marketing professionals at a joint reception. At the event organized in the SkyCourt at Terminal 2 of Budapest Airport, the utilization of state-of-the-art digital media was also discussed.

The networking event held in the exclusive airside departure hall of the airport attended by 120 participants had something special to offer: outstanding experts outlined in unique presentations what may dominate airport developments in a few years to enhance airports as nodes of transportation and community experience, what new discoveries of psychology will influence the public, and the qualitative leap in the lives of younger generations brought about by the development of digital technology.

Dr. László Mérő, a psychologist-mathematician and game-developer highlighted in his presentation that the need to play is an indispensable, organic part of our lives. He pointed out that most recent research has confirmed: the need to play is one of the essentials of life, thus messages calling for / urging to play may be highly effective. Art historian Dániel Kovács described the development of airports as architectural and communal spaces. His analysis showed that in addition to their transport functions, airports are becoming increasingly important for passengers as communal spaces and centers of experience/entertainment. IT teacher Róbert Kiss used the example of the LEGO First League international digital and robotics competition to illustrate that research and development centers funded with billions are not the only way to further the development of information technology and robotics – this may be doable at a low cost, by and for young people, as well.

In the practice of Budapest Airport in recent years, traditional, analogue, and digital marketing activities have been organically combined. Over the last few years, the digital city-light advertising surface consisting of 24 components in Terminal 2 was implemented, and a 74-square-meter LED wall was erected opposite the access road leading to the curbside which is the largest in Hungary in its category.



Caption: Clear Channel's giant 74-square-meter LED wall at Budapest Airport. "We are introducing an array of communication opportunities, including visual solutions on state-of-the-art digital surfaces available for the first time at the airport." said Ildikó Wágner, Managing Director of Clear Channel Outdoor Hungary.



Caption: Budapest Airport's Chief Commercial Officer, Kam Jandu discusses the airport's digital media possibilities at a presentation held in the SkyCourt at Terminal 2: "Airports have always offered highly effective advertising tools, as passenger surveys have confirmed that the most valuable target groups keep coming right to the doorstep here."

"Airports have always offered highly effective advertising tools, as passenger surveys have confirmed that the most valuable target groups keep coming right to the doorstep here," underlined BUD chief commercial officer Kam Jandu. He added, "We at Budapest Airport continue to diversify our revenue streams, and advertising – using traditional and contemporary methods – allows us to grow the presence of brands at the airport."

"As representatives of Clear Channel – the international leader in the on-airport advertising segment – we are proud to have the beautiful and modern Ferenc Liszt Airport among our partners," said Ildikó Wágner, managing director of Clear Channel Outdoor Hungary. She also pointed out, "Currently we are primarily focusing on introducing to our advertising partners an array of communication opportunities offered by the special site, space, and medium of the airport including visual solutions on state-of-the-art digital surfaces available for the first time at the airport."

(Text prepared by Budapest Airport)

Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 49.67% stake, together with Caisse de dépôt et placement du Québec (18.17%), Malton Investment Pte Ltd. (18.17%), Aero Investment S.á.r.l. (10%) and KfW IPEX-Bank GmbH (4%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport's services to 99 destinations across 34 countries.

To find out more on Budapest Airport, visit www.bud.hu

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