

New staircase advertising for local airports

Alternative out-of-home media specialists BOO! Alternative Media and Communications, recently introduced an OOH media channel to South Africa's three major airports in the form of staircase advertising.



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Teaming up with media agency Intimedia and creative agency It's a Go!, BOO! rolled out the three sites for Growthpoint Properties across the three major hubs at the beginning of this month.

"The brief from our client Growthpoint Properties and It's a Go, their creative agency, was to identify unique outdoor opportunities rather than stock standard billboards," says Owen Williams, director and co-owner of Intimedia, Growthpoint media agency. "The reason for this is that Growthpoint Properties is all about 'Space to Thrive', and we wanted our media reflect this. The airport staircases were the ideal opportunity, as it afforded us consistent presence in the three major airports in SA (ORT, King Shaka and CTIA).

"This for us was a no brainer, as the channel allowed us to communicate directly to the frequent business traveller, as well as high end individuals who are influential in terms of the location of their businesses and their daily operations. The staircases are a unique offering which allow us to stand out in a very cluttered but desirable environment, and the platform enhances our creative but specific message we need to communicate with our core market - this for us was the perfect match."

Staircase advertising is a popular out-of-home channel in and around major transport hubs globally, says Tanner Rock of BOO! Alternative Media Communications. "It was just a matter of time before the same trend kicked off in South Africa. It's great to see forward thinking clients wanting alternative, innovative out-of-home solutions, which immediately elevates their brand above the clutter," says Rock.

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