



mobile media

Media proposal to target

Bournemouth Air Festival 2012

Bournemouth Air Festival 30<sup>th</sup> Aug – 2<sup>nd</sup> Sep 2012



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Bournemouth Air Festival is the UK's biggest free aviation festival, which offers incredible air displays, family and evening entertainment and as such attracts a great deal of visiting festival-goers, aviation industry experts as well as local residents.

Since the first event in 2008 it has brought in an estimated 3.7 million visitors.

A massive cross section of audience can be found at a venue the size of 25 football pitches making this the perfect event marketing opportunity to drive brand experience and spread your message to a wider audience.



Mobile Media is the UK's leading outdoor mobile advertising contractor.

**All campaigns are 100% accountable through satellite vehicle tracking and monitored in real time to guarantee effective poster displays.**

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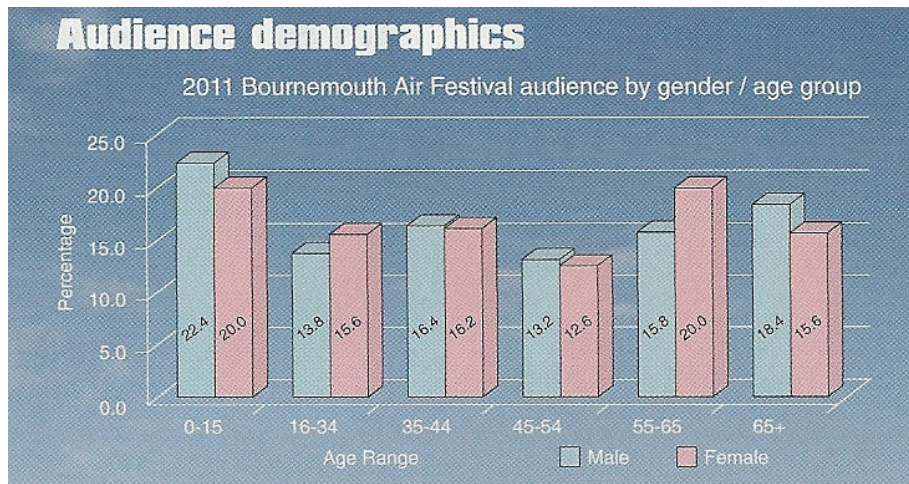
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**Festival appeals to a huge cross-section of ages and demographics**



*“When we became involved in 2011 Air Festival, we knew the event was big, but not that big! The number of people we were able to market our brand to was staggering.”*

**National Express**

*“We identified Bournemouth Air Festival as a superb trading and branding opportunity for Sky, the footfall figures are staggering for a four day event – our presence at the 2010 event was an easy decision.”*

**Sky**

*“The Bournemouth Air Festival has been very successful for us with lots of tourists and families enjoying the Mario Brand. A well organised event, even with poor weather there is plenty of excitement and the public still turn up with a smile.”*

**Nintendo**

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## Campaign Recommendations



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### **Advans**

We would recommend for between 2 and 4 advans, depending on budget, to target the festival and approach routes to Bournemouth during the 4 day festival. Staggered working hours would ensure exposure for the duration of the various events throughout the day and into the evening with each advan conducting 8 consecutive hours per day.

### **Flagwalkers**

Flagwalkers are employed for 5 consecutive hours per day and we recommend that they work in pairs. We can work during lunchtime/afternoon or target the evening entertainment in Bournemouth Gardens and around the Pier. Unfortunately due to the restrictions levied by Bournemouth Council the flagwalkers are not allowed to distribute leaflets, however, the flags, which measure 2.4 meters extend high above the crowds attracting a great deal of attention.

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# Leaders in Mobile Outdoor Advertising



Advans - Backlit Advans - Pedicabs - Digital Advans & Adbikes - Adscooters  
96 Sheet Advans - Aerial Blimps - Flagwalkers - Bluetooth - Adbikes with Flags

## Tactical - Targeted - Immediate - Responsive

Our fleet also offers Bluetooth technology

