



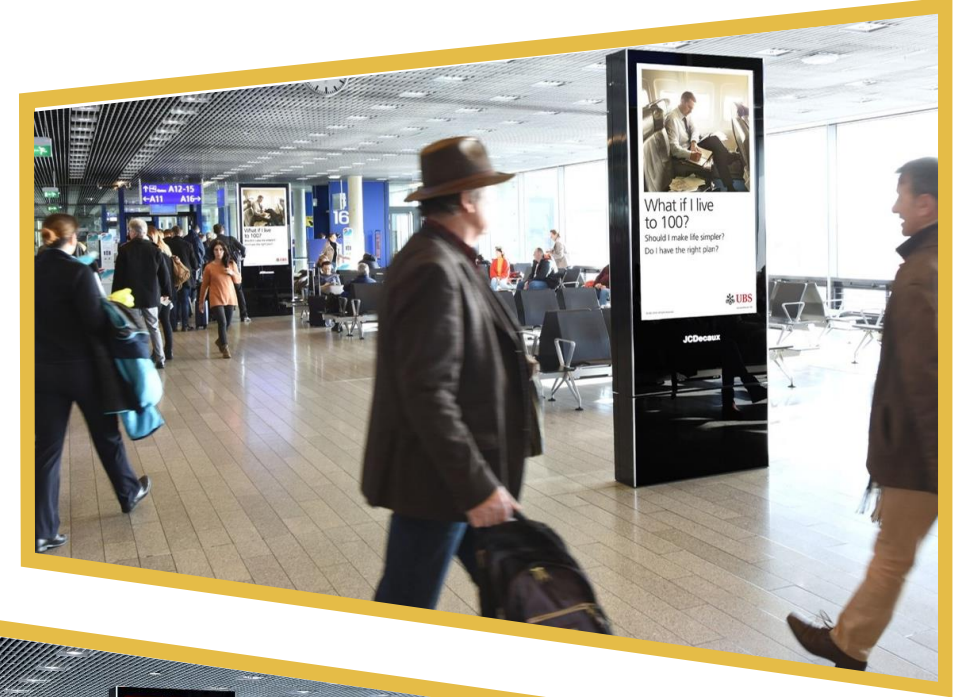
JCD Airport

2022

DIGITAL MOVING NETWORK

Media Benefits

- A year visibility
- Reach 100% of the audience
- Rotation on 4 different areas (27 screens) for a full coverage of the airport (1month = 1area)
- Engage passengers with animated advertising and capture 100% of passengers' attention



Click to edit
Click to edit

JCDcaux Airport



DIGITAL MOVING NETWORK

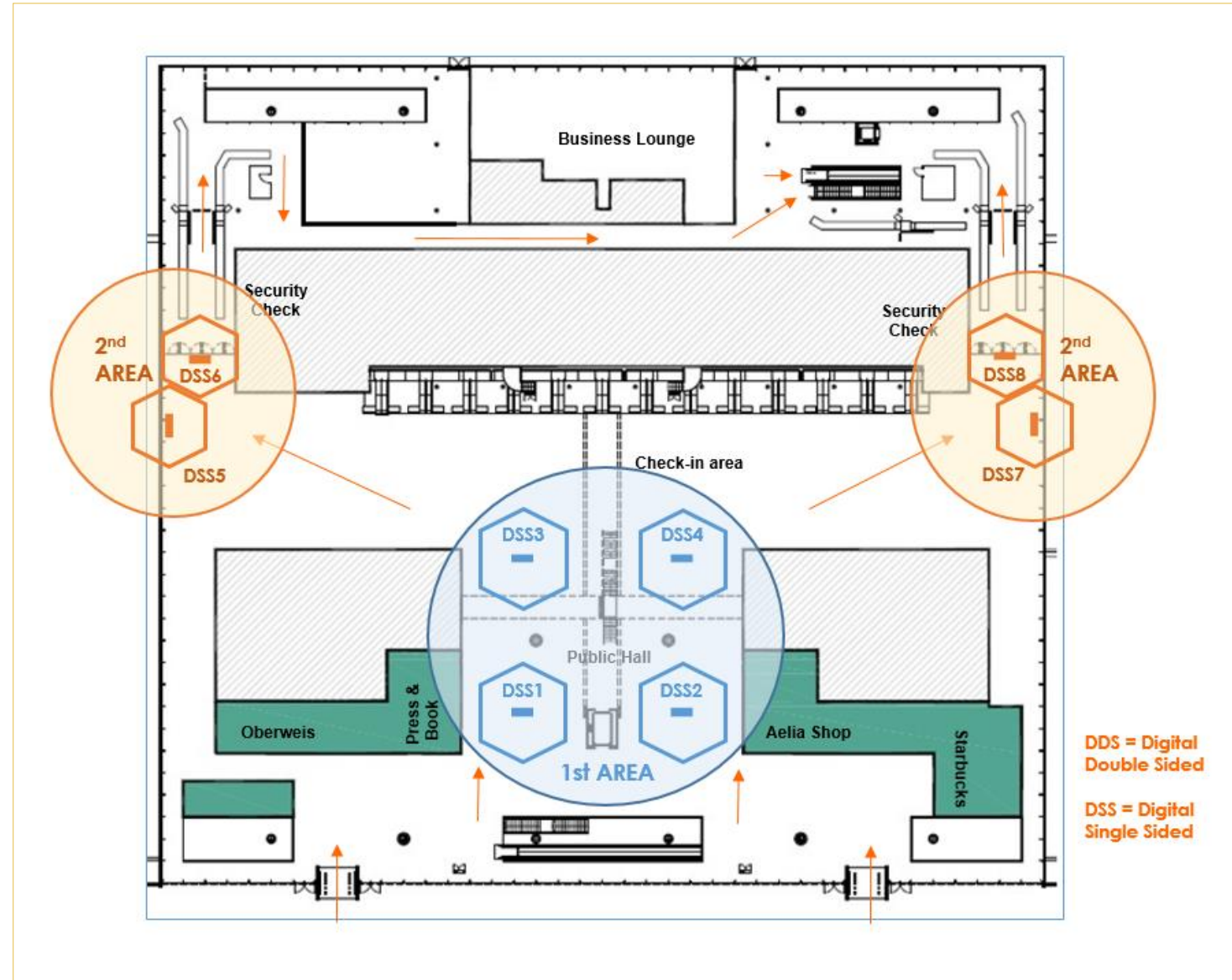
Location

- **Area** : Rotation 1 area/month :
Public Hall (4 screens) : 1st area
Security Check (4 screens) : 2nd area
Boarding (11 screens) : 3rd area
Arrival (8 screens) : 4th area

- **Audience** : All passengers departing and arriving

Specification

- **Format**: 70 inch screen
- **Spot duration**: 10 seconds spot / loop 6 clients
- **SOV**: Share of voice





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