

Departures

QANTAS

THE  
Altitude  
EFFECT

JCDecaux AIRPORT

This eBook unpacks **The Altitude Effect** through real campaigns and results you can use in your next airport brief.

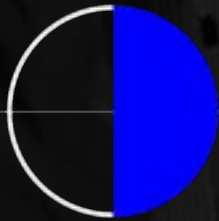
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# Where attention becomes influence.



Everyday

Routine, rushed, distracted



In transit

Paused, observant, comparing options



At altitude

Future-focused, open, ready to decide

63%

of audiences agree the airport experience is special, and very different from everyday life.

Airport doesn't just win attention. It changes the altitude of attention.

Travellers step out of routine, spend longer in one place, and think bigger about the decisions ahead. In this elevated mindset, brands aren't background noise; they become confident signals that guide choices.

This eBook unpacks that Altitude Effect through real campaigns and results you can use in your next airport brief.

THIS IS THE ALTITUDE EFFECT

JCDecaux AIRPORT

MEASURE HOW  
AUDIENCES **MOVE**



NEURO-INSIGHT

Ipsos

The Altitude Effect

For the first time, MOVE quantifies what we've always known to be true.

Airports connect with high-value audiences across all five capital cities and beyond, compounding frequency fast.

**53%**

High income earners \$130K+ p.a.

**10 mins**

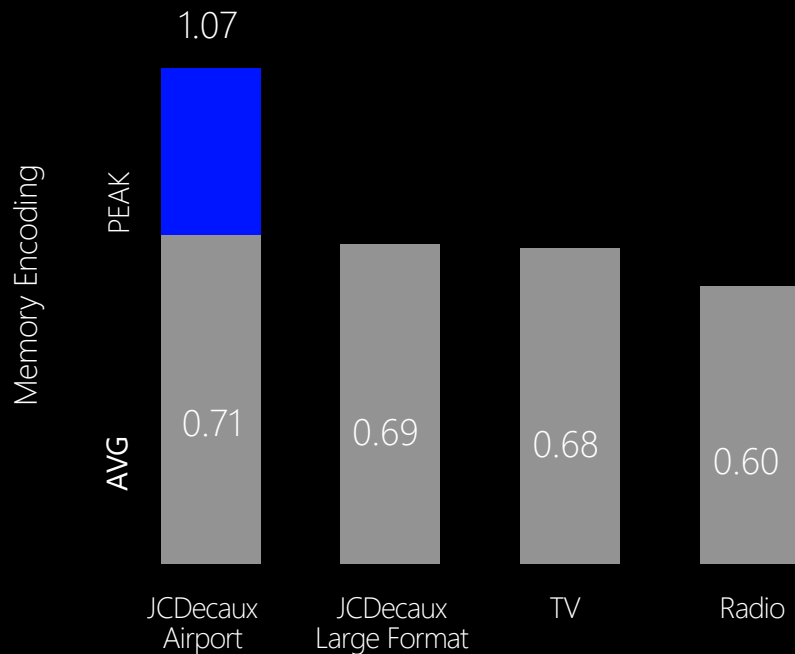
Up to 10.7 mins of average dwell time on key internal assets.

**10+**

exposures in a typical week.

# Airports deliver high levels of memory encoding.

Across the airport journey, the brain shifts between global and detailed encoding. Emotional intensity peaks at key points on the journey.



Source: Neuro Insight Study, 2022

The Altitude Effect

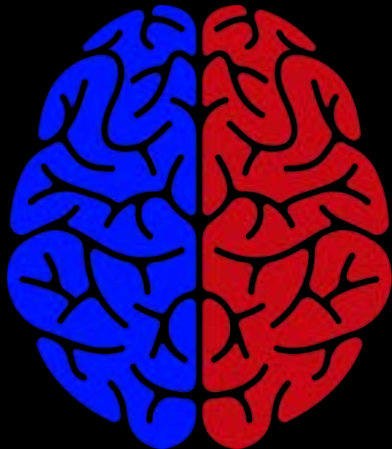


# Different neuro-states enable story-telling.

Sequential storytelling can connect the emotional intensity of Large Format and Iconic moments to detailed processing of exposures inside the terminal.

**Detailed**  
memory  
encoding

Facts, details,  
words, price.



**Global**  
memory  
encoding

Meaning, feelings,  
environment.

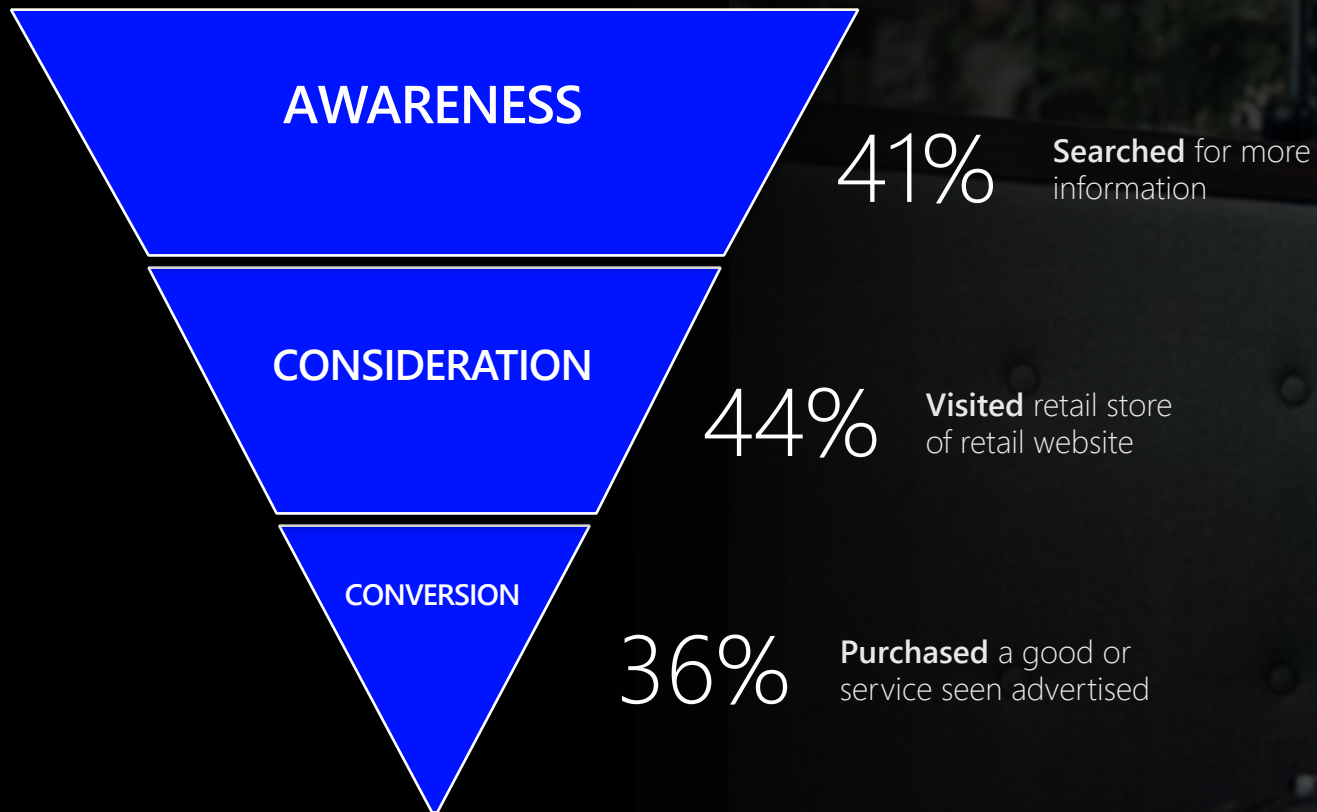
+10-20%

**Higher  
detailed  
memory  
encoding**  
for internal  
airport  
formats.



Source: Neuro Insight Study, 2022

# Powerful ROI across the funnel



Source: Global Airport Research, Ipsos for JCDecaux QAD\_CTA. Which of the following, if any, have you done as a result of seeing advertising at an airport in the past 12 months? – Summary.. Base: Flyers in P12M N=535

# Four remarkable gateways to the hearts and minds of travellers.



## Global Gateway to Australia

Australia's premier international gateway welcomes over 42 million travellers each year with major enhancements in luxury retail, dining, and operations elevating the passenger experience.



## Gateway to Plenty

A thriving nexus where East meets West, captivating 18 million passengers each year. Delivering connection to the world's best tourism experiences and a key enabler for our all-important mining workforce.



## Hub of Vibrant Potential

A growing hub for 9 million professionals, cultural and event enthusiasts, and curious explorers. With a purpose to proudly connect and shape South Australia, their ambitious plans continue to drive international growth.



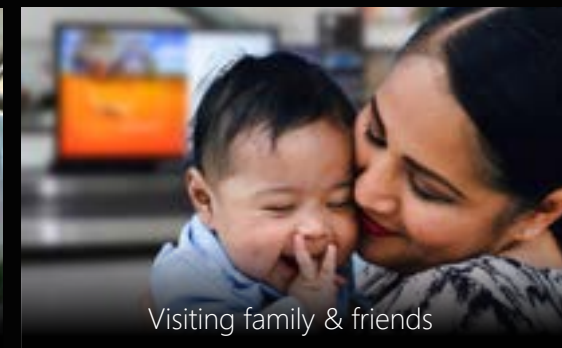
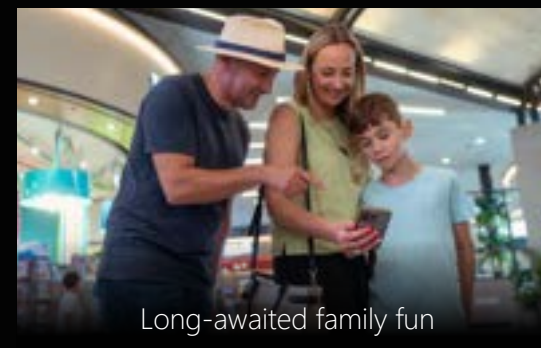
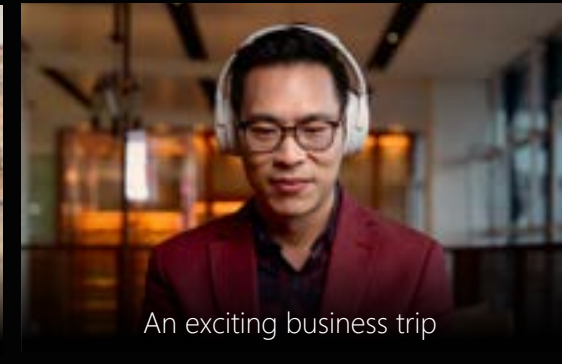
## The Western Advantage

Australia's newest airport, building for an initial capacity of 10 million passengers annually. Western Sydney is growing in importance - economically, culturally and politically. WSI is a true world-class proposition in air travel design.

## WHO WE REACH

# From C-suite, to Gen Z.

The only environment that concentrates every high-value audience in one place. Near-zero wastage. Every impression lands on someone with time to engage and money to spend.



# boom

Proof Out-of-Home Works

Real stories from real airport campaigns.

INSIGHT 1:

# CONTEXT COUNTS

Superior placements and environments,  
drive significantly more attention.

# NRMA Insurance Airport partnership.

A high-impact Airport partnership, establishing the brand proposition with visibility across flagship placements.



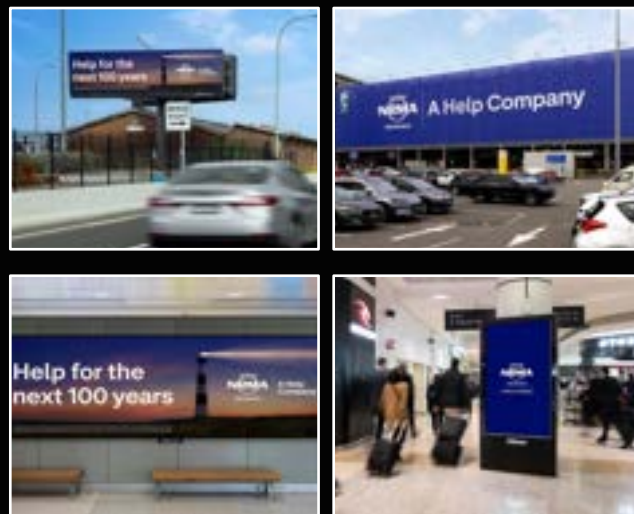
+31%

Incremental uplift in **top-of-mind awareness**, with people exposed to NRMA Insurance airport campaign more likely to recall the brand first.

+7%

Brand favourability grew by 7% amongst exposed audiences from 77% control to 84% when exposed.

# High-impact placements shift consideration



## The difference.

The airport journey is linear. Check-in. Security. Gate. Boarding. Every stage is a new context. Each stage compounds influence.


## The data.

- » +50-58% creative recall per placement.
- » +7% uplift in consideration. (above average compared to industry norms)


## The implication.

No other format can tell a sequential brand story with this level of total environmental immersion.

# High-impact placements change minds.



The NRMA Insurance brand campaign showed that with 7 key Airport placements, a brand is able to make significant changes to top-of-mind awareness, brand favourability and association with the brand message.



AURON ZR  
Unleash tomorrow.

INSIGHT 2:

# FREQUENCY COMPOUNDS

Fast frequency builds greater recall for brands.

# Integrated solutions for powerful recall.

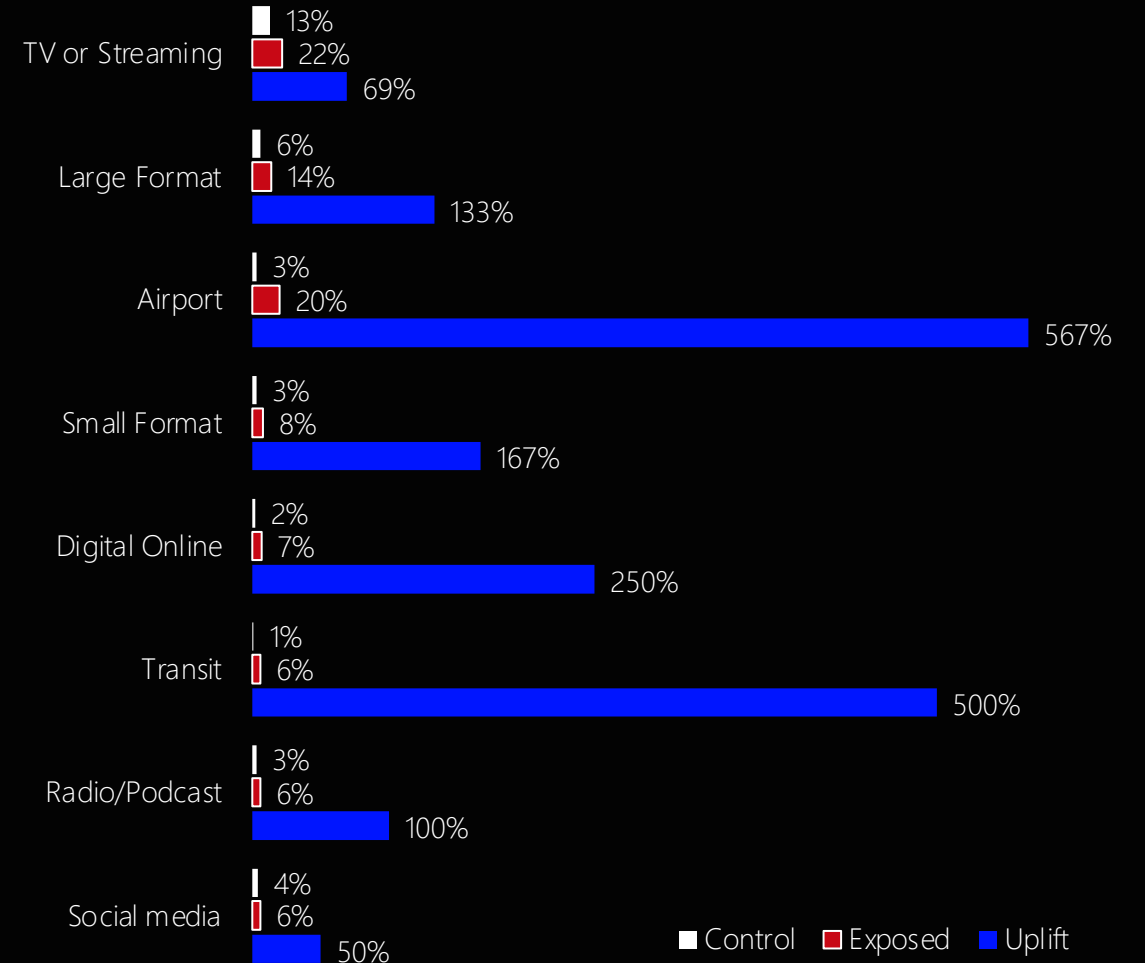
A long-term laydown at Sydney Airport activating all three strategic solutions: Connected Journeys, Iconic Impact and Immersive Experiences. Leveraging a combination of internal and external Classic and Digital assets to drive brand recall.



# 5.7x higher

unprompted recall for airport when exposed to Airport advertising, surpassing all other channels.

Audiences exposed to the airport campaign were more likely to recall advertising seen on all other channels and Out-of-Home formats compared to the control group – proving exposure to airport ads increase total channel recall.



# Compounded frequency builds memory structures. **The result is fast fluency.**

## The difference.

Most formats build frequency over weeks. Airports compress it into hours.

## The data.

72% of audiences exposed to an airport campaign, on average see it 10+ times in a single week.

## The implication.

That is the frequency needed to shift consideration in a single visit.

# The scale of your Airport campaign matters for exposure

If recall increases when exposed to both internal and external Airport, the lesson is that brands must utilise both to build fast frequency. More ads in the Airport does not equals wastage, it equals fast fluency.

INSIGHT 3:

# PLAY ON THE DWELL

Turning airport dwell  
into active, branded play.

# Fitness First's interactive challenge.

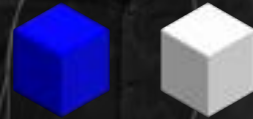
At Sydney Airport T3 Domestic travellers were challenged to engage in a wall-sit challenge, transforming their travel downtime into an interactive test of fitness.





1 in 3

Would participate in the wall-sit challenge if they saw this activation for Fitness First while in the airport.



1 in 2

Would watch others participate in the wall-sit challenge if they saw the activation for Fitness First.

Data

Challenge Entries: **568**  
Competition Entries: **425**  
Leads: **198**

# Shake up the airport space.

McDonald's transformed Grimace from a retro mascot and viral meme into a loveable star. Grimace's "very important purple tour" launched with an epic arrival at Sydney Airport that sent socials into a frenzy.



**+71%**

Uplift in sales across the Shake category.

**+13%**

Increase in Big Mac sales.

**+16%**

Increase in 10pc Chicken McNugget sales.

# The ultimate Kia showroom.

At Sydney Airport T3 Domestic travellers were offered chances to see inside Kia's newest model, offering hands-on experience to increase consideration of the make and model.



# 4900

People visited the experience zone over the two week campaign.

# 192

Scanned the QR code to find out how they could purchase the vehicle.

The environment provides the time.  
The brand shifts consideration with emotion.



Advertising within airports plays a central role in creating an ambience and brand presence that resonates emotionally.

Paul Griffiths, CEO Dubai Airport



Domestic

1-2 hours in terminal



International

2-3+ hours in terminal

Indicative average time spent in terminal prior to departure.

# Elevate brand presence and deliver deeper engagement.

## The difference.

Well-designed experiential concepts entertain travellers, embody brand values and create premium, talkable moments.

## The data.

Large numbers of audiences engaging with these activations translates to real sales.

## The implication.

With high dwell, there is no other environment better suited to a moment where you can authentically show up.

INSIGHT 4:

# PRECISION PAYS

Programmatic data-driven campaigns increase preference and conversion.

# Flight-synched: Virgin's zero-wastage play.

A time-based targeting campaign aimed to boost awareness, sign-ups, and revenue by targeting loyal business travellers using flight schedules to tailor creative.



+19%

Uplift in Brand Preference.

+11%

Uplift in Brand Consideration.

JCDecaux PROGRAMMATIC  
CAMPAIGN OF  
THE YEAR  
AWARD

Source: Programmatic Campaign of the Year, Starcom and Virgin, 2025

HSBC used data to drive increases in foreign exchanges.

HSBC aligned creative messaging with flight schedules and audience movement to increase brand preference and foreign exchange transactions at Sydney Airport's T1 international terminal.



+ 139%

growth in foreign exchange transactions YoY.

#2

2nd in brand preference for travel cards, an improvement from 8<sup>th</sup> place.

JCDecaux PROGRAMMATIC  
CAMPAIGN OF  
THE YEAR  
AWARD

Data enables precision.  
The **more you know**, the better  
your targeting.

### Creative counts.

Programmatic data plays a role in helping brands to produce effective creative messaging that drives real change in the moment.

### The data.

Viewers were hit with the right creative, *in the right context*, and that precision drove uplifts in ROI for HSBC and Virgin.

### The implication.

There is clear evidence that targeted airport placements drive conversion, not just awareness.

# Programmatic precision truly pays off.

Both campaigns prove that with the right message, in the right place, at the right time, and with intentional planning of format placements, airport campaigns can be incredibly precise and performance-driven.

1

High-quality primary inventory.

2

Minimum 5% supply guarantee.

3

Private marketplace deals.

4

Data-driven, bespoke solutions.

5

Real-time bidding.

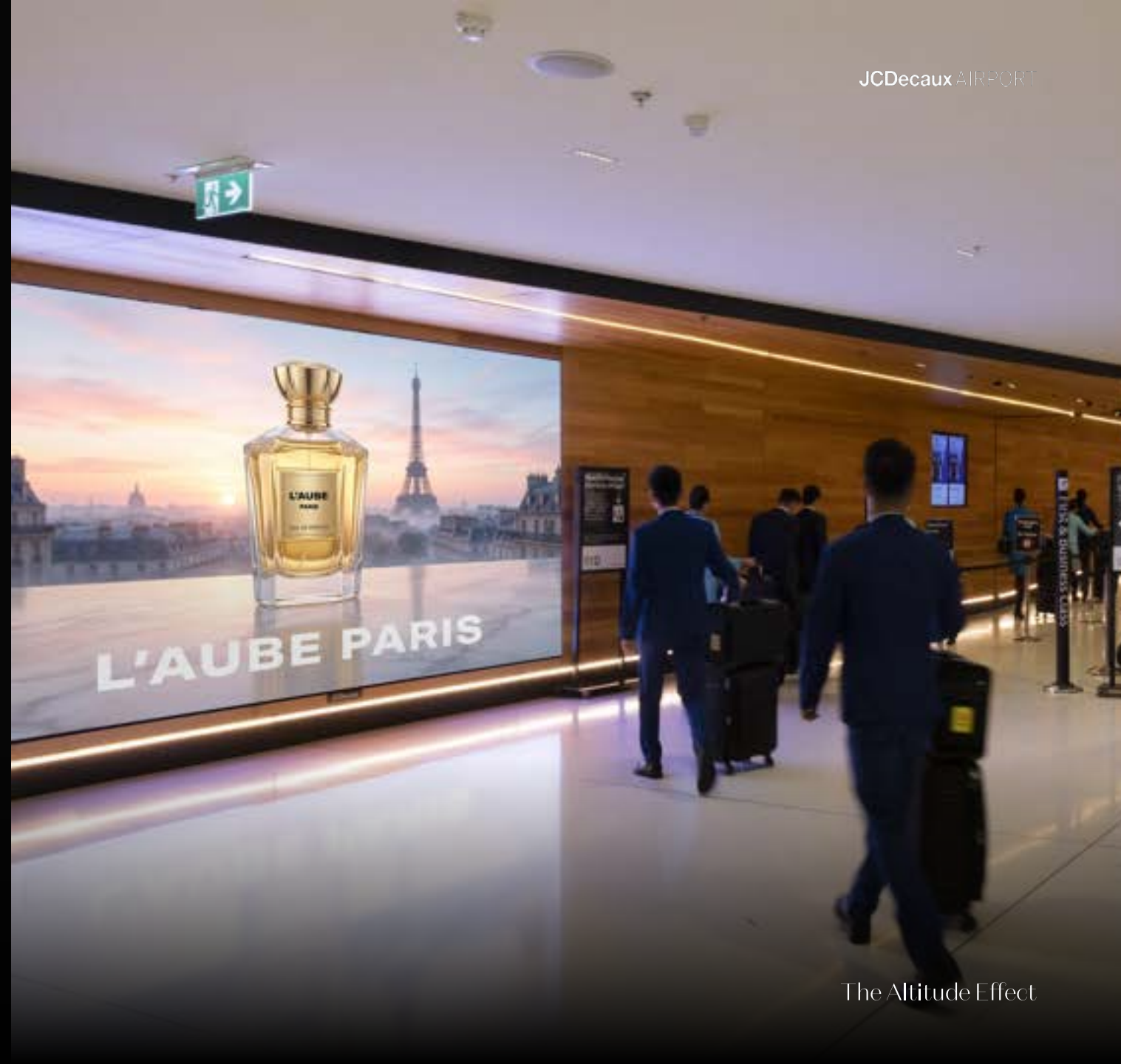
INSIGHT 5:

# THE PLACE TO SPLASH OUT

Airport offers a “holiday money” mindset justifying indulgence.

# Luxury brand increases airport sales.

An 8-week campaign on the Iconic Impact 3 Screen Gateway built passenger awareness of the brand offerings and experiences within Sydney Airport terminal.



**+24%**

Uplift in passenger sales vs 2023 based off full month performance compared with average of prior year.

**+2%**

Uplift in Market Share with their perfume seeing much higher sales versus competing brands.

# Airport ads cut through clutter, priming your brand for purchase.

## The difference.

Airport spending is ring-fenced as "holiday money" in a liminal, feel-good moment.

## The data.

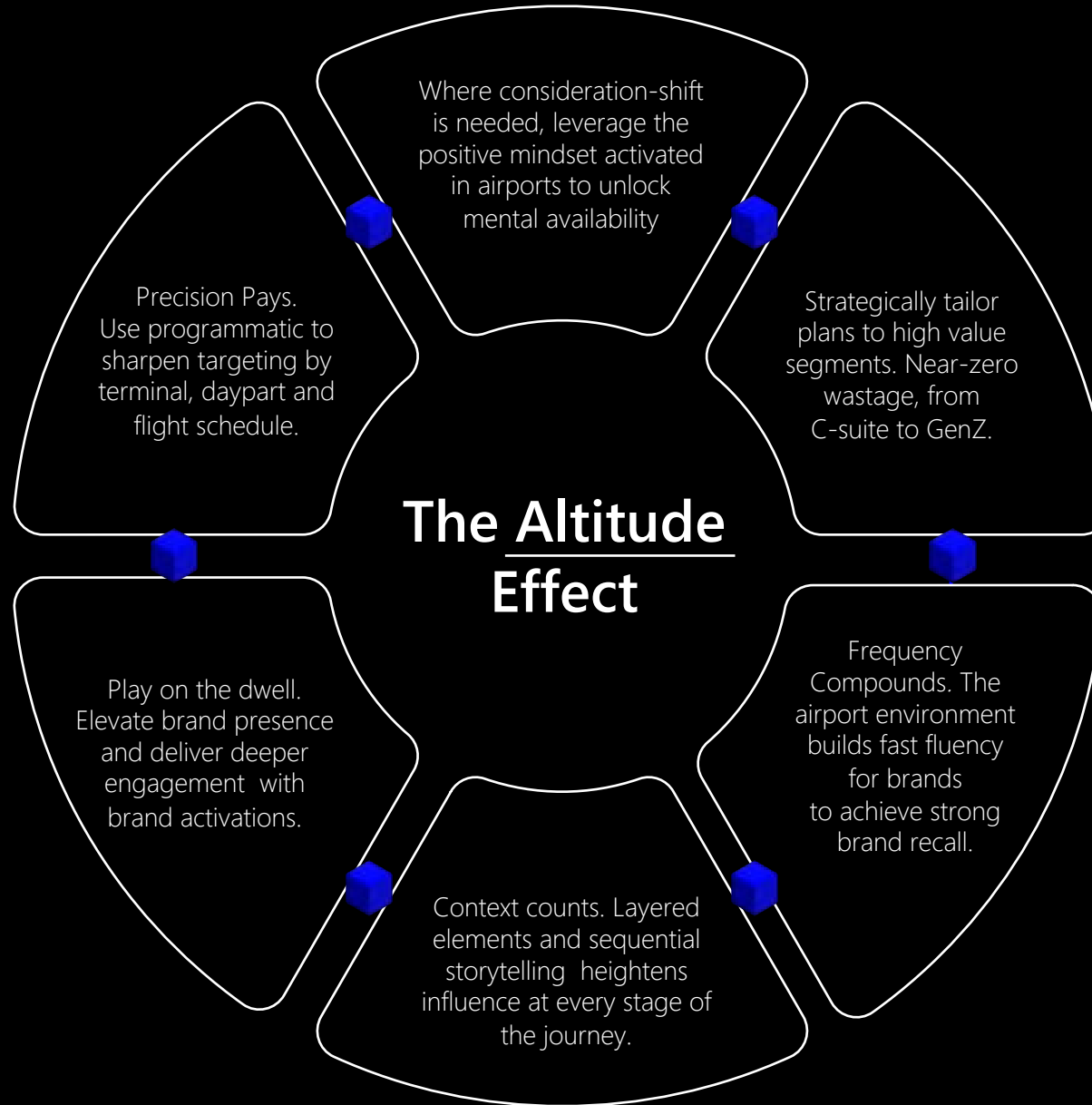
24% growth in passenger sales for month of campaign versus average months the year prior.

## The implication.

Since they've just seen your brand in-terminal, shoppers will consider it first and default to it at the counter.

# The airport spending mindset offsets normal impulse control.

Airports create a shopping environment where everyday rules don't apply. Time to kill, duty-free deals, glamorous stores and last-chance gifting stack up. Together they offset normal impulse control, so big-brand treats feel like smart, justified purchases rather than splurges.





The image features a repeating pattern of white eye icons on a solid blue background. The eyes are arranged in a grid, with the central text 'Be Seen. Be Remembered.' superimposed over the middle rows.

**Be Seen. Be Remembered.**

**JCDecaux**