

EYE showcases new billboards at Brisbane Airport

EYE recently announced the completion of a major initiative to construct seven high-profile roadside billboards developed in partnership with Brisbane Airport Corporation (BAC) designed to target domestic and international passengers along the new Brisbane Airport Northern Access Road.



BAC recognised the value in partnering with EYE who has a proven track record in airport advertising both internally and externally and holds all the major airports nationally.

With over 900 000 people saying they notice billboards around the airport precincts in Brisbane.¹ The new road will provide a clear view of all external billboard locations including EYE's Landmark Billboard measuring 40m x 10m, reputedly the largest double-sided billboard of its kind in Brisbane.

The Northern Access Road itself will see commuters enjoy the greater benefits of less congestion, improved road networks in Brisbane and delivers a second major entry and exit for Brisbane Airport directly from the Gateway Motorway. The road will provide a clear view of the new Landmark site as well as the other large format sites.

Robbie Dery, general manager - Eye Fly, ANZ commented "The tie-in with these new advertising opportunities, especially on sites like the new Landmark are sure to be of great benefit to the advertisers, bringing more choice to the market and a direct communication with travellers via effective external billboards."

EYE holds the advertising rights to the whole airport precinct, which includes internal signage and the Brisbane Domestic Terminal, Brisbane International Terminal and external signage on Airport Drive and Nancy Bird Way.

Source: Nielsen Panorama, (Survey 10) Jan - Dec 2009