



Campaign Objectives

Eos Airlines has transformed transatlantic travel, offering an uncrowded, uncompromising service to New York that is unrivalled. The company approached Concourse Initiatives wanting to improve their guests' experience upon arrival at Stansted Airport.

The main reason Eos had for undertaking the branding campaign was to inform their guests to head for Zone K to check in, before being whisked through fast-track security to the lounge.

The campaign would be used to save Eos passengers the inconvenience and the time of having to look for information on monitors in the terminal building.

Sponsorship

Eos booked floor media, large format banners and barrier advertising at Stansted Airport train station. The branding was situated at platform-level, at the foot of the escalators, the main passenger exit from the station to the airport.

The various creative advertising formats used as part of the sponsorship made it very hard to miss, a key factor for Eos, in attracting their guests' attention.

Client Feedback

Ian Scott, European Marketing Director, Eos Airlines commented, "Frame of mind is very different arriving at an airport to take a flight, as it is anywhere else, so grabbing attention is challenging - hence the format we have chosen to take.

We wanted to talk to guests arriving at the airport to take an Eos flight, so no other outdoor media was an option.

The branding and signposting at Stansted makes the guest transition from train station to check in less crowded, in that an element of stress, not knowing where to check in, has been removed, therefore improving the Eos guest experience."

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