



Brief

Monarch approached Concourse Initiatives looking to raise awareness of the routes they fly to and from Luton airport, in the hope of encouraging people to consider flying with their airline to European destinations including Spain, Portugal, Cyprus and Gibraltar.

The main objective for this particular campaign was to raise awareness of the Monarch brand and drive people to visit the website, flymonarch.com for further fare and booking information.

Sponsorship

To help target a wide range of people, Concourse Initiatives recommended the installation of platform-level, controvision panels and a range of ambient signage at Luton Airport Parkway and Harpenden stations. The transparent window vinyls were placed along the full length of the platforms, creating a highly visual effect and maximum exposure for Monarch's campaign.

Train station sponsorship allowed Monarch to get over a long-term message to their target audience, which provided value for money at two key locations. Luton Airport Parkway provided Monarch with a captive audience and longer dwell time, as passengers have to stand on the platform to wait for trains to London.

Client Feedback

"Monarch wanted to raise awareness of the routes we fly to and from Luton Airport, therefore sponsorship of Luton Airport Parkway and Harpenden station was the perfect solution. A mixture of commuters, local people and visitors to the airport all pass through these busy stations, making them ideally located to get our message across. The branding was excellent value for money, allowing us to promote a long-term message to a wide audience.

We would definitely consider using station sponsorship in the future, as it helped us achieve our media objectives by allowing our message to reach our target audience via a cost effective and professional looking advertising format."

Juliet Perrett, Head of Marketing, Monarch Airlines

