

CONNECT DIRECTLY WITH YOUR TARGET GROUP

Digital 14 –
Advertising opportunities at Hamburg Airport

January 2024

Welcome to our new Digital 14 network



Hamburg Airport Helmut Schmidt, like its namesake, stands for cosmopolitanism and the Hanseatic lifestyle. Today the airport is a bit like a city within a city. A lively microcosm. For advertisers, this cosmopolitan environment is the

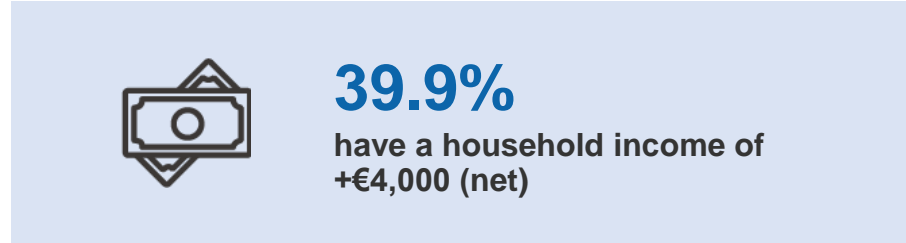
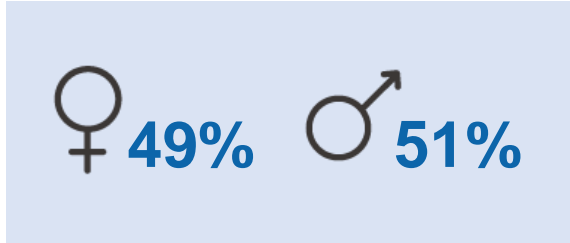
ideal touchpoint, because **brands need an environment in which they can make an impact.**

11 video walls and 38 screens in the baggage claim now accompany passengers on their traveler journey from arrival at the airport to check-in, from the gate to the plane. Further digital areas are being planned.

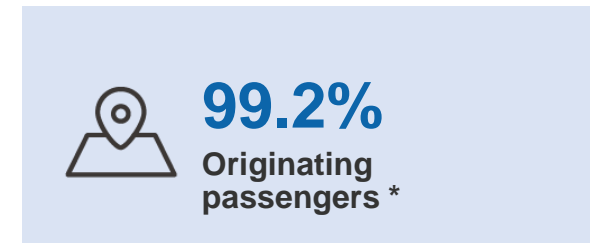
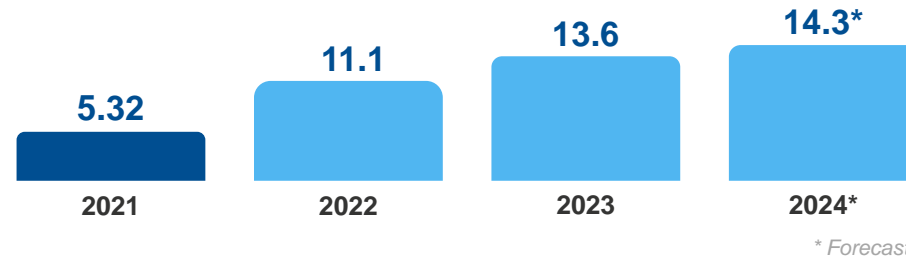
All passengers at Hamburg Airport can be reached with just one booking.

It was important for us to rule out overloading the spaces with advertising media. Each location was carefully reviewed according to the motto "**class instead of mass**", so that each location has a unique position in our network and a great long-distance effect of the advertising media is guaranteed. The video walls also blend in harmoniously with the airport's surroundings. In particularly bright parts of the building, LED walls with a pixel pitch of 2.5 mm are used. A sensor permanently measures the ambient light and adjusts the brightness of the advertising media accordingly. In areas with a lot of artificial ambient light, LCD walls show their strengths. They guarantee maximum quality, brightness, color intensity and resolution. **All video walls have the 16:9 format** in common.

Reaching the right audience at the right moment



Passenger Figures (in millions)



Originating passengers =
The Guest's flight begins or ends in Hamburg

Sources: Hamburg Airport, passenger survey HAM, 2023

Climate protection : CO₂-neutral since 2021 & CO₂-emission-free from 2035



JETZT. FÜR DIE ZUKUNFT

2021



2035

Hamburg Airport has reduced its CO₂-emissions from 40,000 to 12,200 tons. The remaining emissions are offset by high-quality compensation certificates.

This makes it the first major airport in Germany to be CO₂-neutral since 2021.

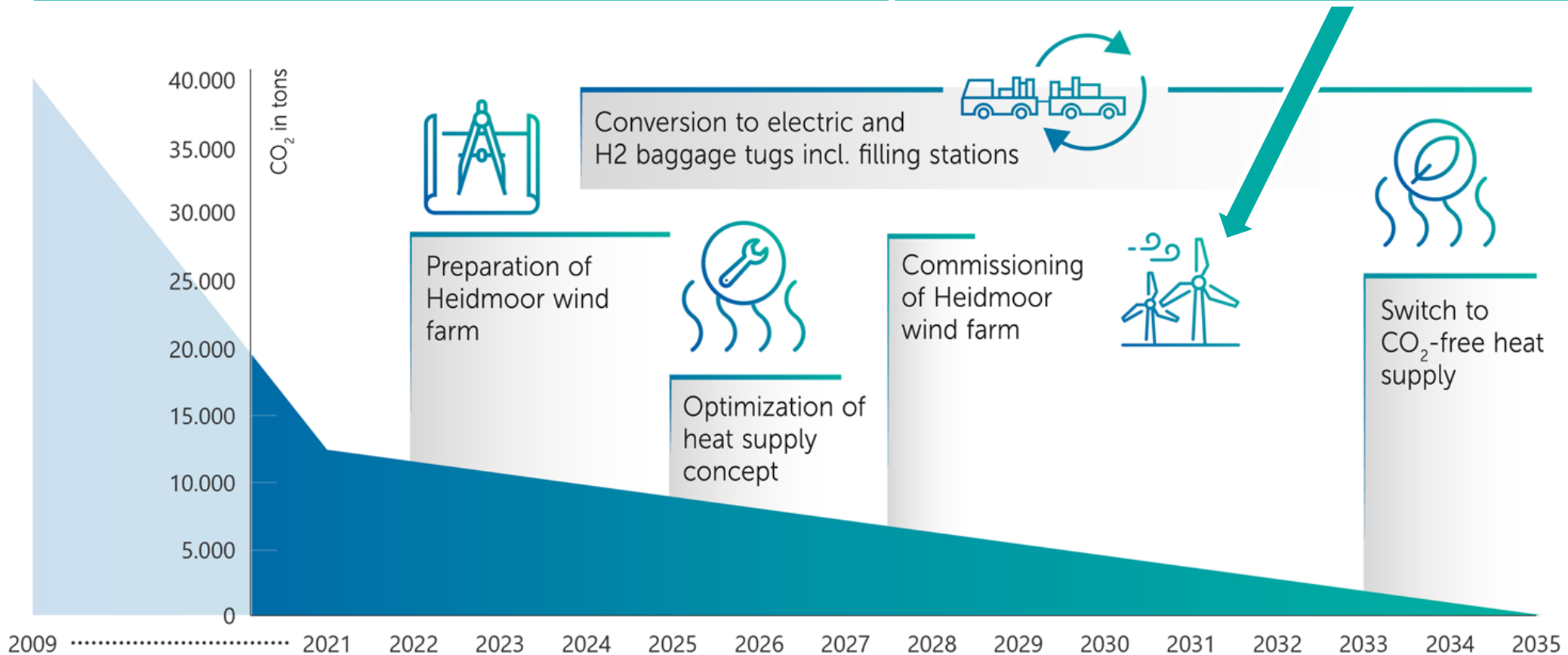
Fossil CO₂-emissions from the operation of airport buildings, facilities and vehicles will be reduced to zero. After that, no more offsetting will be necessary:

From 2035, Hamburg Airport will be the first major German airport to produce no more CO₂ emissions.

Climate protection at Hamburg Airport: Our path to a CO₂-emission-free future

All advertising systems at Hamburg Airport are already powered entirely by renewable energy sources.

And from 2028, they will be powered by Hamburg Airport's own wind farm.



Booking Options in the Digital 14 Network

Advertisers can use flexible networks to reach their favoured target group in a targeted manner. The following combinations are available:



BEST VIEW: This "all-in-one" network consists of 11 video walls and reaches all arriving and departing passengers as well as meeters & greeters and visitors. With Best View, valuable multiple contacts are generated with the result of undivided attention. The surfaces say goodbye to passengers on departure, greet them directly after arrival and accompany them along the entire "passenger journey".



DEPARTURE VIEW: With this network consisting of 8 Videowalls, all departing passengers can be reached. Starting at the check-in in the terminals, through the passage of the central security check to boarding, the advertising accompanies the target group.



ARRIVAL VIEW: One of the first things passengers will see after landing and entering the airport terminal is one of the 5 Arrival View video walls. The advertising media are positioned along the pier and the central exits to the baggage claim.



SELECT VIEW: With this booking, individual video walls can be occupied. In this way, advertising can be placed very specifically in certain areas of the airport. Several video walls can also be combined to form a completely individual network.

Booking Options in the Digital 14 Network

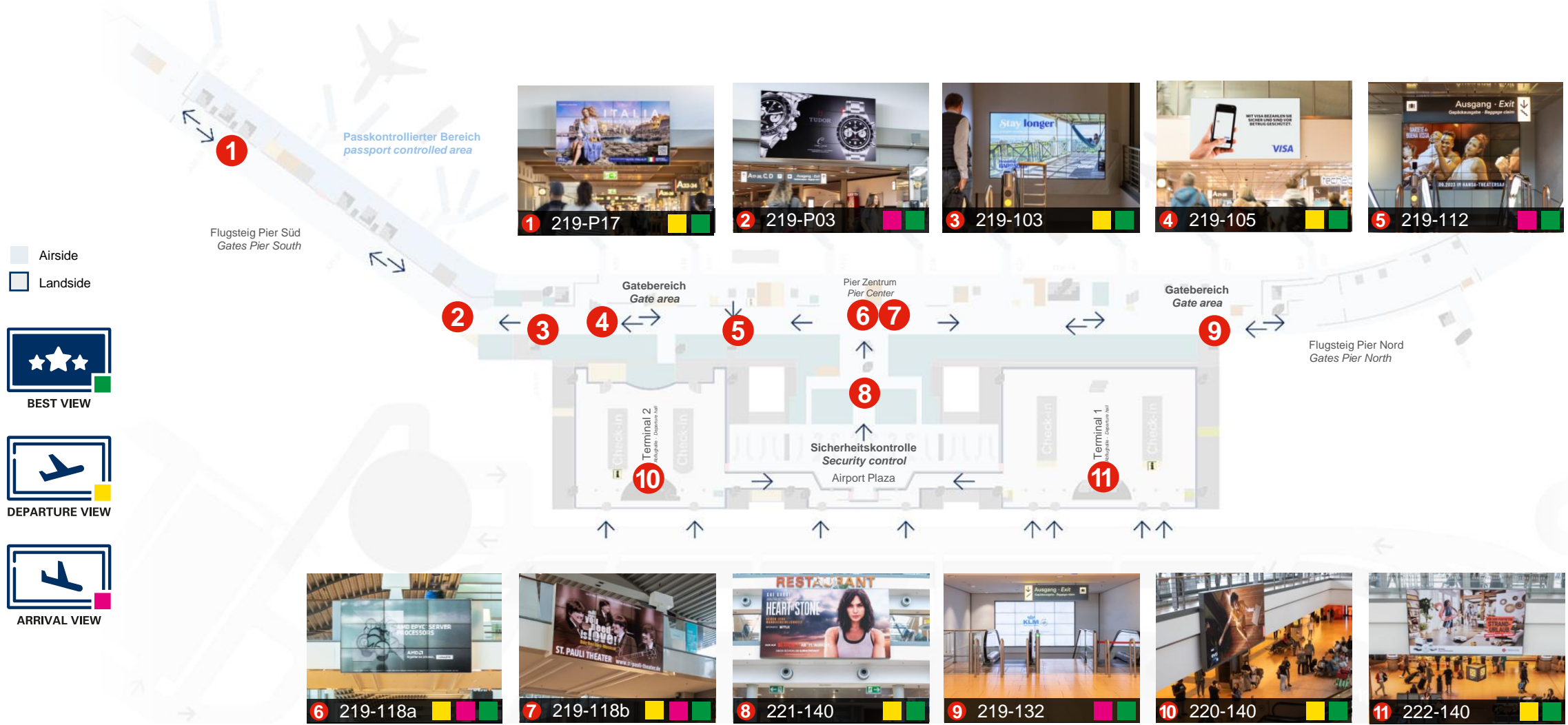


WELCOME WALK: 19 bi-faced displays with 38 screens (55 inches) are placed between the baggage carousels to attract attention. All screens are synchronized, which increases awareness even further. Arriving passengers have a high dwell time at this location. The Welcome Walk can be excellently combined, e.g. with the *Arrival Walk*.

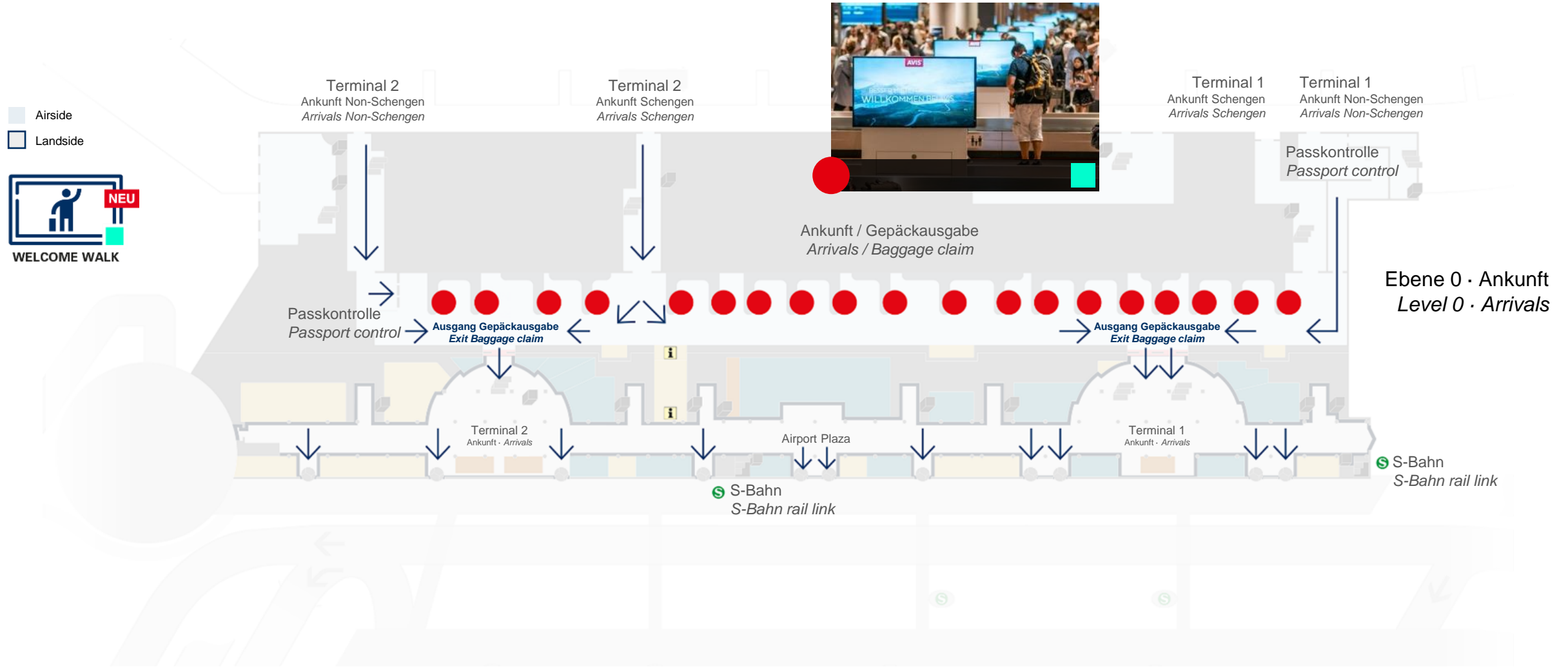
How does the booking work in the Digital-14 network?

Spots with a length of 10 seconds or more and a maximum of 4 customers are booked in a continuous loop. An infotainment mix provided by NDR ensures additional attention. The digital potential at the airport is far from exhausted with one network booking. The advertising pressure can be further strengthened by links to other products. The airport advertising portfolio includes **online banners** as well as the possibility of addressing mobile advertising 1:1 to passengers through a **WIFI sponsorship**. This is particularly interesting given the heavy use of smartphones at the airport. Mobile target groups can be wooed via their devices from the first contact on the website to their arrival at the airport and their departure. In this way, creative campaigns can be used to optimize the customer experience at the airport.

Sitemap of videowalls Level 1 – Arrival / Departures



Sitemap Welcome Walk Level 0 - Arrivals



Prices 2024

Network	Location	Size in px	displays	Number of Spots	price in € per week / net
Best View	Overall Network Videowalls		11	92,000	€16,900 (10 sec)
Departure View	Departing Passengers	3,840	8	67,000	€12,900 (10 sec)
Arrival View	Arriving Passengers	x 2,160	5	42,000	€8,900 (10 sec)
Select View	Booking individual Videowalls by agreement		1	8,400	€2,800 (10 sec)
Welcome Walk	Baggage Reclaim (can be combined with Arrival View)	55"	38	287,000	€4,500 (10 sec)

General Notes:

- Media price minus 10% AC plus costs for data acceptance and testing: **€350 per motif**
- Booking varieties / length of commercial: 10 sec. - 60 sec. continuous loop
- Time: 4am - 0pm (Welcome Walk: 06am – 0pm), Monday till Sunday
- Technology: 4k or full hd

The "[General Terms and Conditions of Flughafen Hamburg GmbH for the Creation of Advertising Media and the Provision and Use of Advertising locations](#)" (as of September 2019) and the [Airport Usage Regulations](#) (as of September 2022) apply, errors excepted.

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