



**OUTDOOR ONE (PVT) LIMITED.**

**AIRPORT MEDIA ADVERTISERS**

**KARACHI - LAHORE - ISLAMABAD**

**[WWW.OUTDOORONE.COM.PK](http://WWW.OUTDOORONE.COM.PK)**



# Who We Are.....



**O**utdoor One (Pvt.) Ltd, is the Number One Airport Media Advertisers in Pakistan. The market leader in the Out of Home advertising since last 10 years

Clients from all sectors make use of our expertise to communicate with a variety of target segments which is on the move for business and leisure flying internationally and domestically



# Why airport as an advertising medium ?



- Adds credibility, prestige and status to the advertised Brand.
- Approx 9 million people annually belonging to above-average income groups use Karachi airport for their travelling needs.
- This audience consists of high-end families, businessmen and key decision makers of corporate entities. These are usually harder to reach through other media vehicles.
- Captive eyeballs and 0% wastage ensuring cost effectiveness and value for money for your brand.
- Round the clock 24x7x365 brand exposure
- Innovative mode of advertising.
- High levels of exposure due to the extended dwell time at both Domestic and International areas at major International Airports.

# The Opportunity

OUTDOOR one

One of its kind Advertisement Opportunity to brand **AVIO Bridges** at  
JIAP-Karachi

Targeting More than **8.6 Million** Captive Audience In An Upscale Environment







# About AVIO Bridges



They provide one of its kind opportunity to make your brand stand out in a **clutter free environment** and communicate to your consumers.

All Passengers, whether arriving or departing, **must walk through** the **AVIO** bridges which connect the terminal building to the aircraft.

*“AVIO Bridges are a global advertising medium”*

Peter Stringham  
Head of Marketing - HSBC Global



## Details



12 Bridges consisting of 360 Panels of 8' x 4'

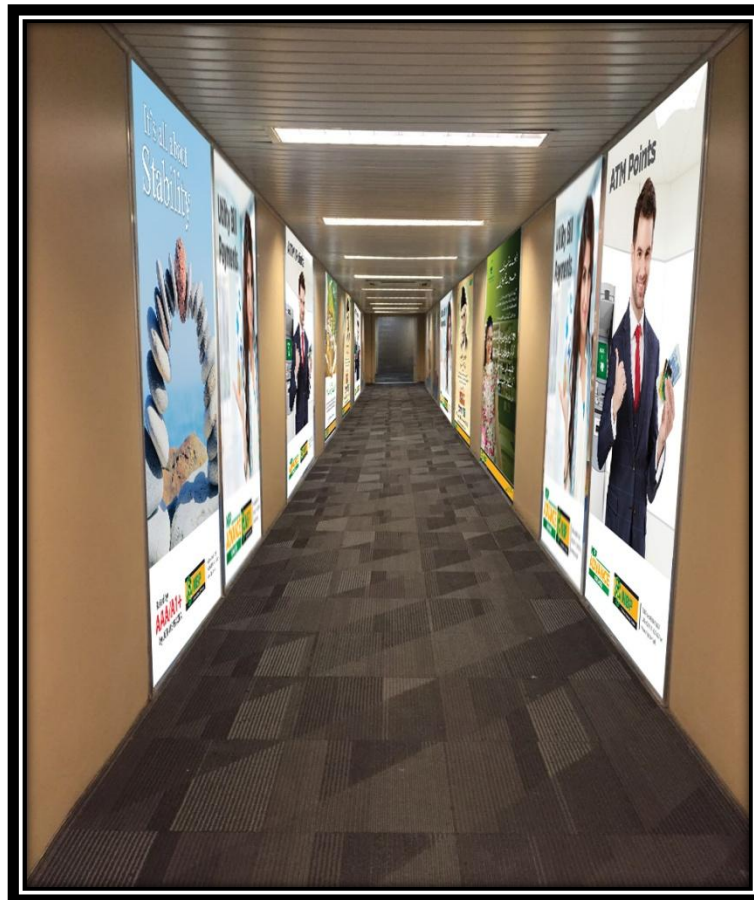
With a total branding area of 11,520 Sqft.

Can be branded, carrying a **corporate message** or a **combination** of **product messages**.

# AVIO Bridge

OUTDOOR one











Thank You

Outdoor One (Pvt.) Limited

[www.outdoorone.com.pk](http://www.outdoorone.com.pk)

**Head Office:**

M-5, Beaumont Plaza,  
Near PIDC House, Civil Lines, Karachi  
Phone: 35638221-24, Fax: 3521 4060

**Lahore Office:**

30-F, Sardar Rafiqui Road,  
Cantt Area,  
Lahore.

**Islamabad Office:**

Flat no: 516, Abu Dhabi Tower,  
F-11 Markaz,  
Islamabad,

