



# Own two-thirds of the In-Flight TV Market

## Top Marketers and Agencies Embrace New Approach to Connect with Consumers<sup>1</sup>

We are pleased to announce a new partnership which will add United Airlines to the Brand Connection's in-flight TV network. This partnership marks the second forged alliance with a leading airline in the past three months and provides Brand Connections with exclusive access to two-thirds of the market.

### Why our clients love this network

In a quest to more effectively influence their target consumers and produce extraordinary results, an increasing number of brands and agencies have turned to in-flight digital advertising. The in-flight environment enables brands to reach an affluent, on the go consumer through multiple touch points for an extended period of time.

When we ask our clients why they utilize this network, they offer a number of reasons:

- ▶ "Control of 2/3 of the in-flight TV market"
- ▶ "Never before seen scale"
- ▶ "Captive audience: ONE channel, no remote"
- ▶ "Consumers are interested in and appreciative of the content"
- ▶ "Guaranteed category exclusivity"
- ▶ "Multiple touch-points"
- ▶ "Cost effective and efficient"
- ▶ "Rigorous Measurement"

### Exclusive access on-board



Every few months, premium content from popular NBC network programs are selected, packaged, and broadcast to United and American passengers. Unlike traditional TV advertising, we offer brands category exclusivity on board. In a category exclusive environment, your target consumer does not experience the clutter of multiple brands, but rather views your message multiple times, maximizing reach and reinforcing your brand's messaging.

### Measurement

Independent research has determined that 80 percent of passengers watch in-flight and 60 percent recall the ads they see.<sup>2</sup> Since data is collected prior to and after the flight, clear baselines are established and any changes can be easily identified.

### Fully integrated solution

We have created a fully integrated network of turnkey marketing tools which enable your brand to reinforce its messaging prior to and after the flight. We also offer exclusive access to over 500 airport hotel properties nationwide. Because 40 percent of travelers forget to pack necessities when they travel<sup>2</sup>, your brand can offer a sample as the solution at the point of need and point of usage and if you cannot distribute a sample, you can provide branded literature in-room. In addition, there are sampling and literature distribution opportunities at the United and American Airlines' club lounges, where passengers spend an average of 60 minutes prior to and in-between flights;<sup>2</sup> a rare moment of dwell time during their busy days.

### Find out more

To determine whether in-flight advertising is right for your brand, please contact Brand Connections' EVP of Account Services, Sherry Orel at 773.489.2840 or sorel@brandconnections.com.

Category exclusive package	2 months	4 months	6 months
<b>Flights</b>	101,458	202,915	304,373
<b>Spots</b>	448,702	897,404	1,346,106
- Four :30 spots on all flights			
- One :15 spot on American flights			
<b>Impressions</b>	42,578,411	85,156,822	127,735,233
<b>Monthly investment</b>	\$238,976	\$226,399	\$198,000
<b>CPM</b>	\$11.20	\$10.60	\$9.30