

# Paris Aéroport marketing: The power of digital, a place for print

To help airlines increase their traffic at Parisian airports, Groupe ADP has a range of marketing tools covering digital/offline media, information in and around terminal buildings, and customized events. All are available to new clients at preferential rates.

## DIGITAL COMMUNICATIONS

With a passenger audience that is increasingly “always connected”, digital communications play a key role in airline marketing. Paris Aéroport's websites and social media platforms can be used to raise the online profiles of Paris routes.

### PARIS AÉROPORT WEBSITES

✓ **Traffic data for [parisaeroport.fr](https://parisaeroport.fr) and international websites:**

- 1.3 million visits/month (average).
- 5 million page views/month (average).
- 11 languages.

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## SOCIAL MEDIA

- ✓ **Twitter:** @ParisAéroport has 49,000 followers (10/2018), with more than 200K contacts per week.  
Languages include: FR, EN, HK, JP, RU.
- ✓ **Facebook:** ParisAéroport brand page & 1 page per airport.  
Fans (10/2018): brand page 114K, CDG: 118K, ORY 54K.  
Languages include: FR, EN, HK, JP, RU.
- ✓ **Paris Aéroport YouTube channel:**  
2.3M total views, 3,500 followers.  
Languages: FR, EN.

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## CHINESE SOCIAL MEDIA PLATFORMS

✓ **Tourism from China represents a major opportunity for airlines and airports alike.** Paris Aéroport has created an unrivalled retail opportunity for this market segment, particularly with its luxury fashion and Duty Free provision. To highlight these offerings, Paris Aéroport is present on the major Chinese digital platforms.

### Weibo Paris Aéroport

- Audience: 64K followers (10/2018).
- Language: Simplified Chinese.

### WeChat Paris Aéroport

- Audience: 53K followers (06/2018).
- Language: Simplified Chinese.

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## PRINT

Print media, and glossy magazines in particular, still has an important place in the marketing mix. The *Paris Worldwide* magazine produced by Paris Aéroport meets that need for entertaining travel articles and advertising by airlines and tourist destinations.

### PARIS WORLDWIDE MAGAZINE

#### ✓ Readership

- 7.5 million passengers/month at Paris Aéroport.
- Circulation: 300,000 copies.
- Frequency: Every 2 months.
- Languages: FR/EN.

#### ✓ Distribution

- Boarding lounges (11 terminals).
- Arrivals and baggage claim areas.
- Shuttle buses, car rentals desks
- Premium locations in Paris (hotels, taxis, events etc.)

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## OFFLINE MEDIA

Offline media is used to further increase our partners' visibility at airports.

### ✓ Target audience

- All passengers and visitors at Paris-Charles de Gaulle and Paris-Orly.
- 100 4x3-meter advertising billboards at 2 airports.
- 1 single file for printing - 3 days of installation in terminals.
- Duration: 1 month (subject to availability).
- Offline media available on shuttles buses and stops (only in Paris-Orly).

# Paris Aéroport marketing: Receptions and videos

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## RECEPTIONS

Working in close partnership with its airline clients, Groupe ADP organises events to raise the profile of carriers with passengers and the media alike. Such events range from press conferences and gourmet tastings to guided tours and welcome receptions for selected passenger groups.

### ✓ Target: Key Opinion Leaders, journalists and influencers

- Languages: FR, EN, Simplified Chinese or according to nationality.
- Welcome on arrival and transfer help, border control assistances, baggage delivery.
- Welcome before departure (recommended): Airport tour, tasting, meeting with luxury brand experts etc.

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## VIDEO LOOPS IN THE BAGGAGE DELIVERY AREA

The vast majority of all passengers spend a variable amount of time in a single locations-baggage claim. With a captive audience, airlines can communicate their key messages to the traveling public via video loops on screens installed throughout the area.

### ✓ Target:

- Passengers in the baggage claim area: 75% of 69.5 million passengers at Paris-Charles de Gaulle visit this area for their suitcase(s).
- Arrival information screens with 6- to 8-minute loops (17 hours a day).
- 140 screens located above baggage belts, baggage delivery.