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## **Giant digital billboard lands at Darwin International Airport**

The first large format outdoor digital billboard in the Territory has landed at Darwin International Airport, providing advertisers an audience reach of more than 2.2 million international and domestic passengers who visit the airport every year.

Darwin International Airport Director Commercial, Shane De Wit said: "Darwin International Airport is excited to launch this new outdoor digital billboard in association with leading media company, oOh! Media, to deliver this high-quality asset to reach and engage audiences.

"We've chosen to partner with oOh! Media given their reputation as the leading national media operator with a deep understanding of the airport advertising environment and track record of delivering innovation."

oOh! National Commercial Director, Elise Taylor said: "The launch of this first large format digital Supersite (12.66m x 3.35m) further enhances the advertising suite at Darwin Airport, and offers advertisers an end to end solution that will reach national domestic and international travellers arriving into Australia's gateway to South East Asia.

We are also able to leverage our leading data and insights to provide advertisers with granular insights into the buying behaviours and product propensity of the audiences that will be passing this unmissable sign."

The new large format outdoor digital billboard, located on Henry Wrigley Drive, complements the airports already well-established digital advertising sites within the terminal, giving advertisers the opportunity to reach travellers at multiple touchpoints across their airport journey.

Among the first advertisers to use the new outdoor digital billboard is high profile local tourist attraction Crocosaurus Cove.

Sallie Gregory, Marketing Communications Manager said: "We identified the airport as a key environment to reach our target audience of domestic and international travellers arriving in Darwin. We are thrilled to be one of the first advertisers to take advantage of promoting our business on the new giant outdoor digital billboard."

Darwin International Airport continues to work on initiatives that aim to provide dynamic advertising solutions for local and national businesses on digital advertising platforms in line with what is on offer in other capital cities in Australia.

### **Interview and Photo Opportunity**

Media are invited to interview Shane De Wit, Director Commercial Darwin International Airport and photograph the billboard and at the launch event being held **at the billboard site today, Monday 29 July @ 5.30pm**

### **For media enquiries, please contact:**

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