



# Global Onboard Partners providing unique inflight advertising opportunities for your Brand

Global Onboard Partners builds lasting relationships with Airline Partners around the world. Because of these relationships, Global Onboard Partners and its sales teams, are given the exclusive right to showcase Advertisers' brands on board via unique advertising campaigns that consist of both digital advertising through streaming and graphics. These campaigns are effective and efficient. Onboard advertising offers a captive audience, minimal distractions, high recall, and dwell times like no other venue.



# WE ARE UNIQUE FOR MANY REASONS



We're the only media company holding the required certifications to place graphic display advertisements in the most desirable locations inside commercial aircraft.



We have developed a unique revenue share program with Airlines to make onboard advertising more appealing.



We're connected around the world.



We can provide an advertiser with MILLIONS of impressions and a huge exposure time with just one airline.



Our teams know airlines and how they work.



We launch campaigns without utilizing valuable airline resources.



We're a one-stop-shop if an advertiser needs resources—from creative design to launch.



We can create "Branding Experiences" that range from pre-flight to exterior aircraft wraps, to fully branded interior and digital advertising during the flight straight on the passenger's own device.



# WE ARE GREAT PARTNERS

To Advertisers

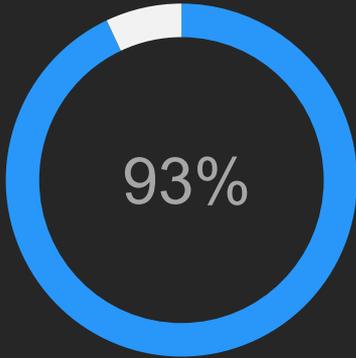
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We're able to offer exposure to Advertisers' brands—millions of impressions per single airline. And, our understanding of aviation allows us to work with advertisers to develop graphics and digital campaigns that will meet advertiser's expectation. With our growing list of airline partners—and the in-depth knowledge that we have about each of them, we can match an advertiser with one, or many, airlines to design a solution that works for both.

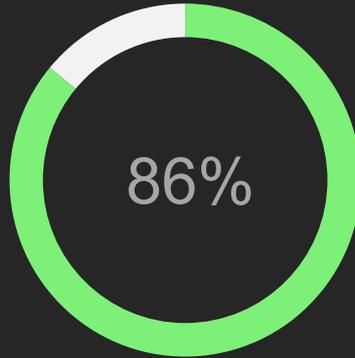
The key: Understand our Airline Partners and our Advertisers.

# DWELL TIME

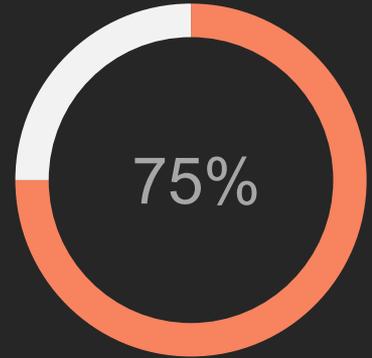
## Our Overall Position in the Market



**Brand Recall**



**Unaided Recall**



**Motivated**

Our challenge with advertisers is convincing them that the media buy is worth it. There are very few studies and statistics around the effectiveness of onboard advertising. There are, however, many studies around “airport” advertising. In reality, some “airport” studies actually improve our case—for example, there is a study by Outdoor Media Centre that indicates, “*Airport media creates the greatest impact because of dwell time.*” Imagine the impact of dwell time for a passenger with an ad in front of them for no less than 1 hour in a distraction free environment where an advertiser could also have exclusivity.



# GRAPHICS

We offer a multitude of options when designing a campaign. Our team can offer a one-stop-shop - from creative to implementation OR, can work with advertisers and agencies using their creative.

# GRAPHIC MEDIA

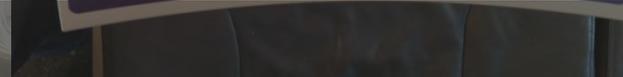
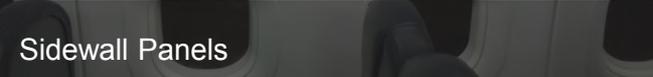
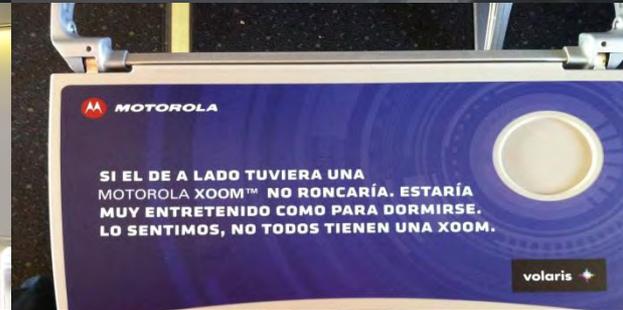
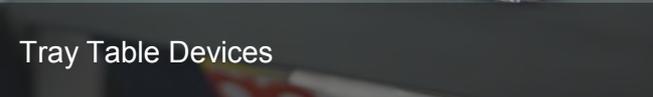
TRAY TABLE DEVICES

TRAY TABLE GRAPHICS

OVERHEAD BINS

SIDEWALL PANELS

BULKHEADS



Tray Table Devices

Tray Table Graphics

Overhead Bins

Sidewall Panels

Bulkheads Walls



## TRAY TABLE DEVICES

The Advertising Device was conceived and developed to provide a professional, yet unobtrusive, advertising presentation on each aircraft seat. The device, which adheres to the back of the seat measures a small 2.5" x 9". The smaller size provides for a high end appearance in the cabin.

## TRAY TABLE GRAPHICS



NEXT 



## TRAY TABLE GRAPHICS

Allows for a key message that grabs the passenger's attention for at least 40 minutes during each flight and at all times if the tray table is not being used. Tray table ads are visible at most times during select phases of flight: boarding, departure, in-flight, landing, and deplaning.

## OVERHEAD BINS



NEXT 



## OVERHEAD BINS

Creates an appealing message that can be created in any style or configuration from the front to the back of the aircraft on each bin.

Overhead bin ads are visible at all times during select phases of flight: departure, in-flight and landing.

## SIDEWALL PANELS



NEXT 



## SIDEWALL PANELS

Place images above the windows to be seen as a passenger looks to the left or right and along the length of the cabin. Skyline ads are visible at all times during all phases of flight: boarding, departure, in-flight, landing and deplaning. Skyline Panels are also the perfect location for an airline to place internal campaigns that focus on destinations or added value programs available to passengers.

## BULKHEADS



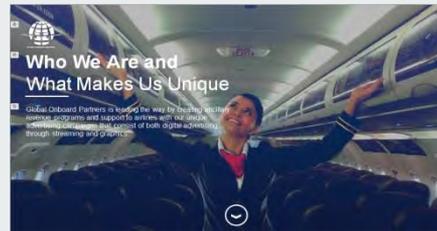
NEXT 



## BULKHEADS

Media placed here are the first messages passengers see when they enter the aircraft, and is the main image and message seen when facing forward in the cabin. Bulkhead graphics are visible at all times during all phases of flight: boarding, departure, in-flight, landing and deplaning.

## RETURN





# DIGITAL MEDIA

With new digital advertising opportunities, we are able to showcase a brand combining two advertising venues: graphics and digital. It is our belief that the success of an inflight digital campaign begins with a graphics campaign inside the aircraft cabin.

Graphics placed in premium locations throughout the cabin will entice passengers to the streaming system. Once streaming, we are able to work with the advertisers to build successful campaigns. And, streaming is a great way to gather quick data and statistics, target specific customers, and even earn revenue.

# DIGITAL MEDIA

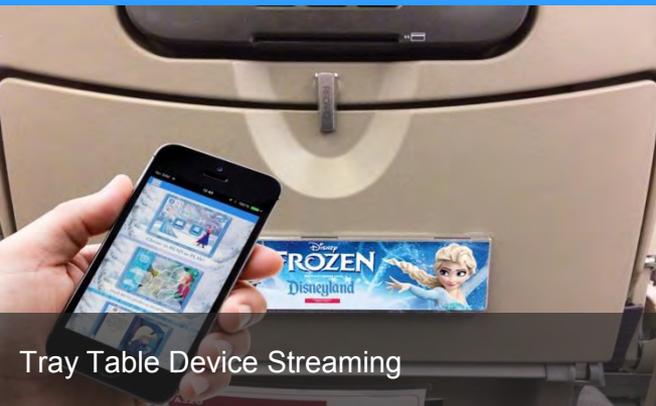
TRAY TABLE DEVICES

TRAY TABLE GRAPHICS

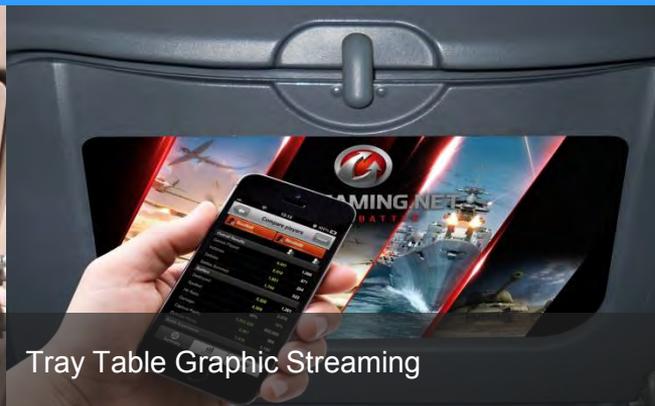
OVERHEAD BINS

SIDEWALL PANELS

BULKHEADS



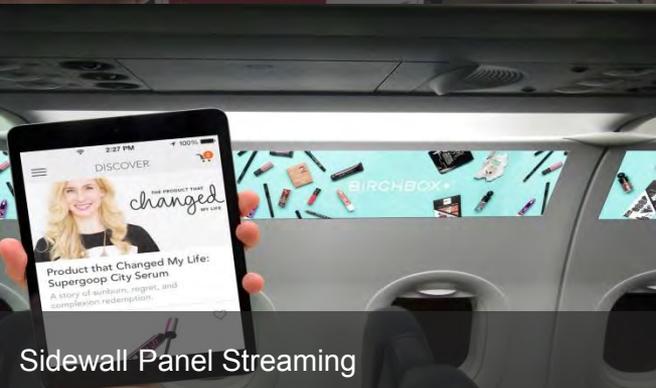
Tray Table Device Streaming



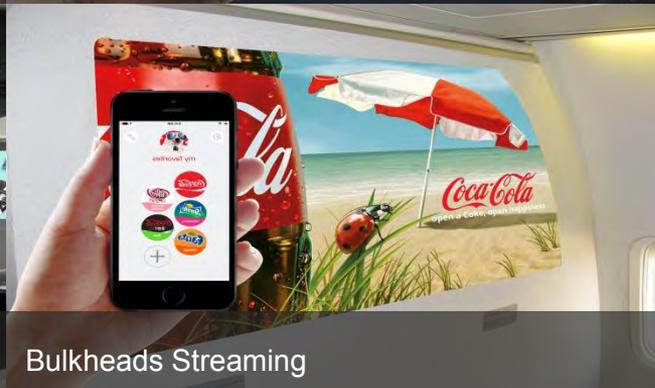
Tray Table Graphic Streaming



Overhead Bin Streaming



Sidewall Panel Streaming



Bulkheads Streaming





## TRAY TABLE DEVICE STREAMING

Graphics entice passengers to log-in to stream FREE for special discounts, games, offers, and more. Passengers will be looking directly at this ad for the entire duration of their flight

## TRAY TABLE GRAPHIC STREAMING



NEXT 



GAMING.NET  
BATTLE



## TRAY TABLE GRAPHIC STREAMING

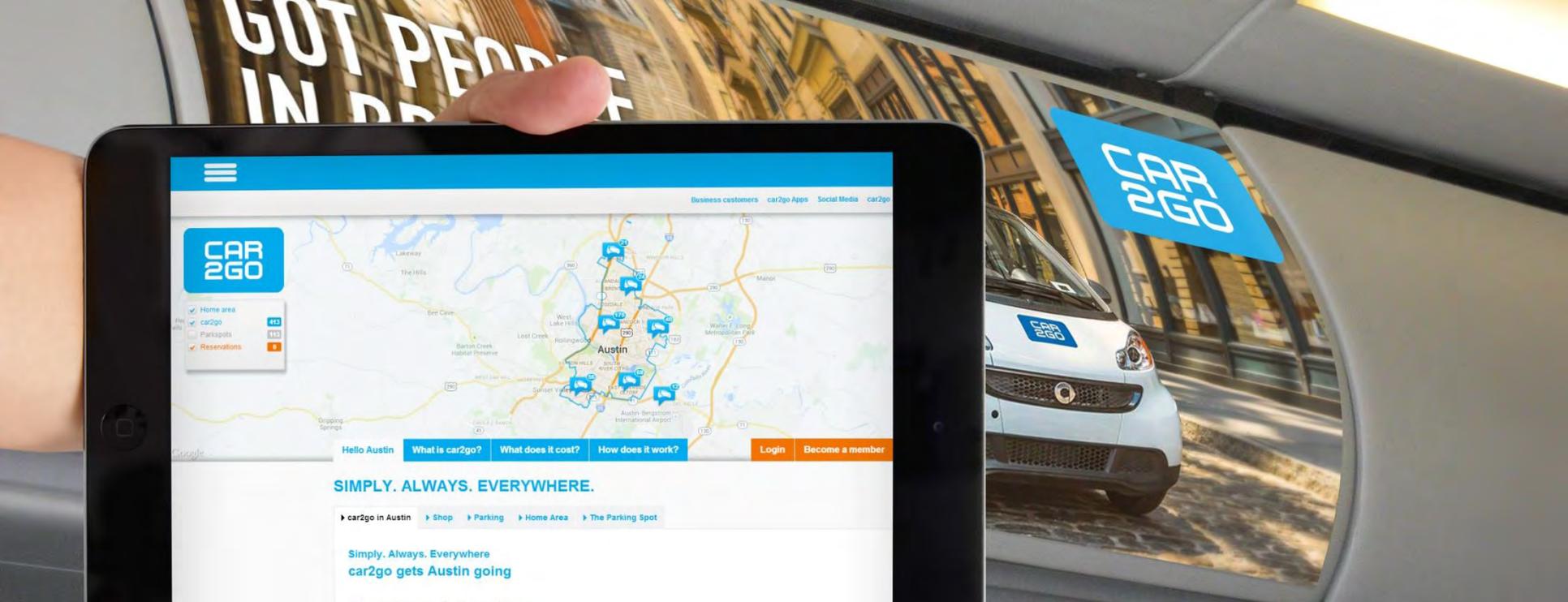
Tray Table Graphics entice passengers to log-in to stream FREE for special discounts, games, offers, and more. Passengers will be looking directly at this ad for the entire duration of their flight

## OVERHEAD BIN STREAMING



NEXT





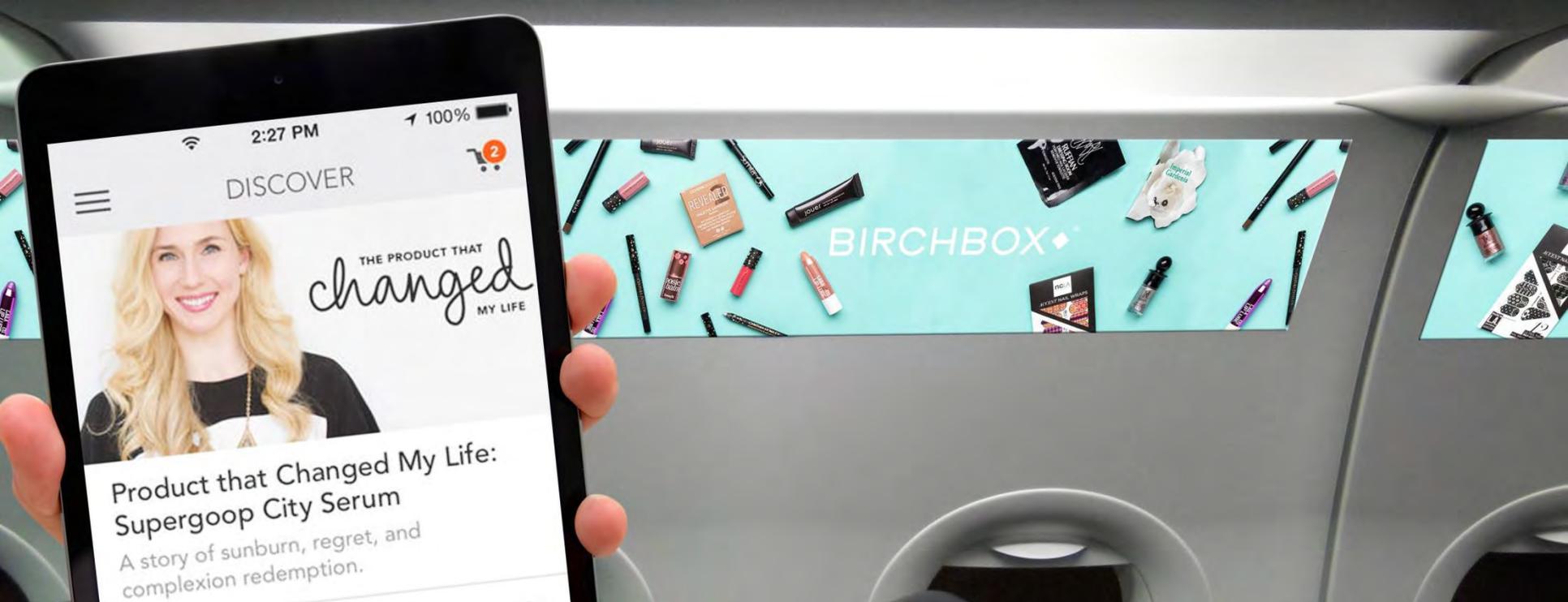
## OVERHEAD BIN STREAMING

Advertiser interested in generating greater revenue will benefit from our bundled offers.

## SIDEWALL PANEL STREAMING



NEXT 



## SIDWALL PANEL STREAMING

Skyline panels are visible by all passengers during every phase of flight. Skyline panels are a great way to promote the shopping and booking sites available via the streaming system.

## BULKHEAD STREAMING



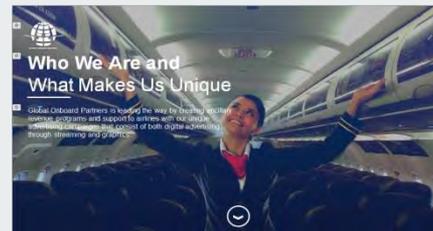
NEXT 



## BULKHEAD STREAMING

Global Onboard Partners will encourage Advertisers to use the premium locations plus streaming throughout the aircraft. Each advertisers' graphics entice customers to stream, take advantage of offers, and make a booking. Advertisers can expect even greater returns with graphics plus streaming together.

## RETURN





# OTHER AMBIENT MEDIA

# OTHER AMBIENT MEDIA

EXTERIOR WRAP

BOARDING PASSES

HEADREST COVERS

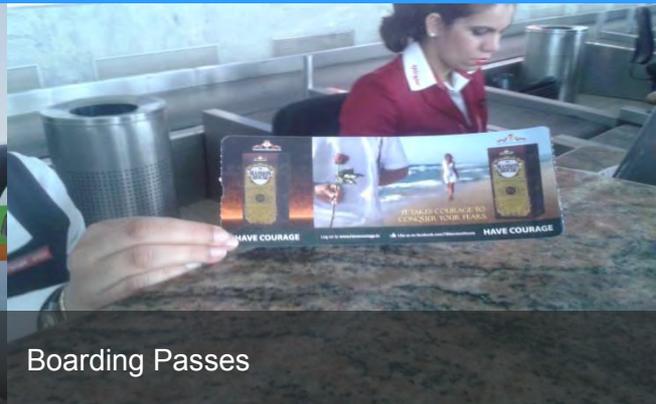
LAVATORY

PSU PANELS

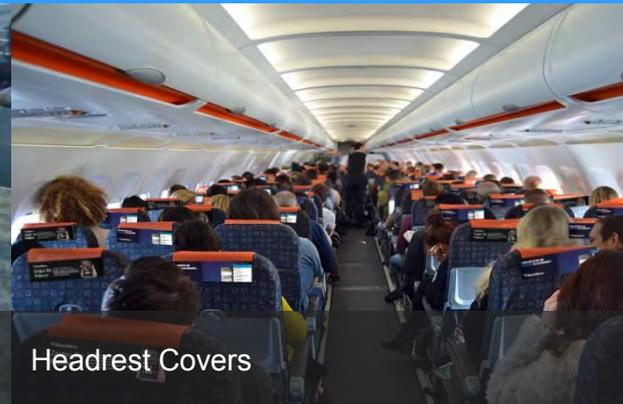
BAGGAGE TAGS



Exterior Wrap



Boarding Passes



Headrest Covers



Lavatory



PSU



Baggage Tags



## EXTERIOR WRAP

Placement of media on the exterior of the aircraft is the first message passengers see when approaching the aircraft, thereby creating a bold visual impact for all airport passengers and personnel. Dynamic campaigns that involve public relations and the media achieve unprecedented attention with the use of exterior graphics.

## BOARDING PASSES



NEXT





## BOARDING PASSES

Manual boarding passes promise a weekly stream of airline passengers picking up boarding passes before heading to the gate. Advertising space on manual boarding passes is 200x60 mm. Manual boarding passes are visible at all times, including before boarding the aircraft and after deplaning.

## HEADREST COVERS



NEXT 



## HEADREST COVERS

Displays a key message that grabs attention during each flight and at all times. This is another affordable option for certain Advertisers.

## LAVATORY



NEXT





## LAVATORY

Graphics placed on an unobtrusive area of lavatory mirrors and / or lavatory walls are the ideal advertising location for many cosmetic and personal care brands and an inexpensive campaign option for some companies.

## PSU



NEXT 



## PSU

Place small, but highly visible, graphics directly above passengers' heads adjacent to passenger service units used frequently during every flight.

PSU panel ads are visible at all times during all phases of flight: boarding, departure, in-flight, landing and deplaning.

## BAGGAGE TAGS



NEXT

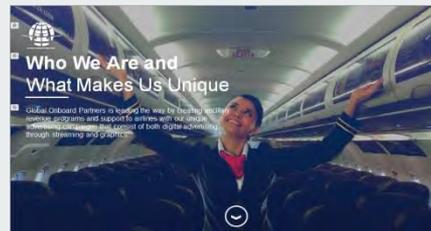




## BAGGAGE TAGS

There's really no limit to what we can brand! Our relationships with our Airline Partners allow us to be creative, unique, and deliver millions of impressions no matter what the venue.

## RETURN





# GLOBAL REACH

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With our growing list of 27 Airline Partners, we have the potential to reach over 350 million passengers each year.

Gaining a good understanding of our airline partners' is key to realizing success and launching a successful campaign. Our ability to understand our partners, be innovative, flexible, up-to-date, and provide the revenue we promise will keep our airline partners' minds open to unique and different campaigns.

YOUR ABILITY TO

# Design Campaigns Globally

- With more than 1,300 aircraft available for campaigns (and growing);
- The ability to touch hundreds of cities around the world;
- The ability to reach over 350 million passengers annually; over 26 million monthly; and
- A dedicated, passionate sales team around the globe

Success is just a matter of time!

## Airline Partners

[VIEW ALL ON  
NEXT SLIDE](#)



easyJet

HKexpress

Wizz





## Our Airline Partners

We have partnered with airlines across the globe to provide advertisers with access to their target audience.



We look forward to working with you and creating  
a successful inflight entertainment program

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**ENIGMA**

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