



Case Study: Airport Marketing- Airborne

Project Challenge

Airborne needed an innovative and effective way to get their product into consumers' hands and immune systems. The goal was to increase brand awareness and customer loyalty, specifically targeting the hard-to-reach frequent flyer demographic. For a second year, Attack! was enlisted to help in reaching their target.

Winning Strategy

Attack! obtained security clearance at Chicago O'Hare International Airport and Denver International Airport in order to bring the immunity boosting herbal health formula directly to travelers. Groups of friendly and enthusiastic field marketers infiltrated the high-traffic airports beyond the security checkpoints, thus reaching thousands of departing and arriving consumers. Sporting brightly colored Airborne garb, Attack! staffers handed out samples, shoulder bags and branded t-shirts to receptive travelers.



Highlights

- Airport Marketing
- Sampling
- Staffing
- Coupon distribution
- Event scheduling/ permitting

Results

Approximately 800,000 samples were distributed at Chicago O'Hare International and Denver International airports, with over two million indirect brand impressions over the course of the project. As an added bonus, over 400 sweepstakes entries were collected, giving Airborne access to valuable consumer information.