

Everything can be bought

A few months ago, I wrote about airline advertising. You have probably all seen the ads on traytables and on the backs of tickets. This is fine as long as it keeps the beverages free and keeps the airlines flying. But today I am writing about airport advertising. Airports have always had plenty of places to advertise, from the bag carousels to the luggage carts. But now, I have seen the most unusual type of airport advertising yet: advertising on the outside of the gate connector.

Yesterday I was at Miami International Airport, not my favorite airport but that would be the subject for a whole other blog, and as our airplane pulled up to the gate, I noticed that all the gate connectors were sporting HSBC Bank advertising.

I have never seen this type of advertising before, and I wonder two things, how much it costs and how much impact it can have. Sure, lots of passengers are potentially trapped audiences for this type of advertising, but why would a bank choose this type of advertising? More sense would be for a fast food restaurant (one with a branch inside the airport) or a soft drink or something that you would buy soon, but a bank? Are you going to go open an account because you see that it is advertised quite literally on the airport structure itself?

In any case, this shows that advertising can be placed almost everywhere. Creativity or business greed?