

Why Aerial Advertising?

High Impact

- Highest recall and memorability recorded across surveys, when compared to other mediums

Cost Effective

- Lower CPMs than other platforms
- Delivers messages to large target groups within competitive budgets

Massive Reach

- Reaches 3 – 4 million eyeballs per hour in an urban metro

Flexible

- Can be towed to any event or geographical location (urban or rural) in the country



Multi – city BMW X Launch campaign



FRANKFINN-WORLD'S NO.1-FLY HIGH

We were very pleased with the fantastic media coverage received due to this unique medium. I am sure we have greatly increased memorability and recall for our brand. The firm, SkyAds, is very professional and a pleasure to work with.

-Samir Wallia, Vice President, Marketing & Corporate Communication, Frankfinn

Past Users



Execution Details

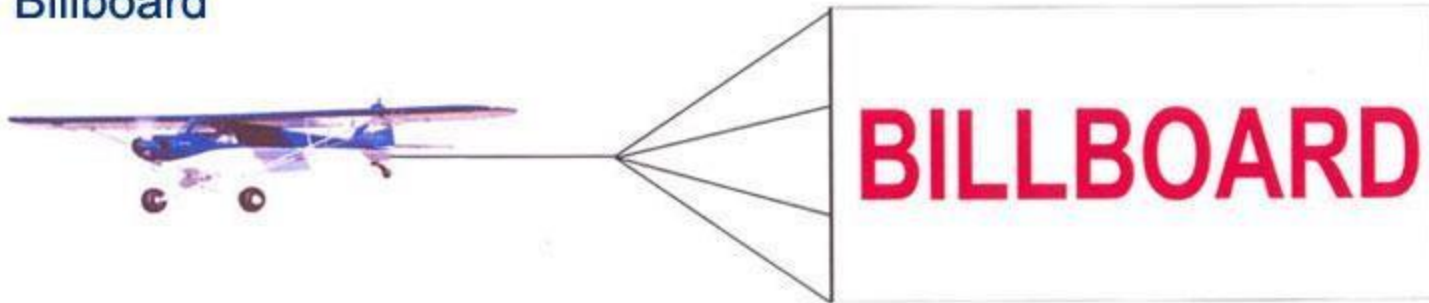
Letter Banners



We can tow 35 to 40 characters in seven foot letters. They are red in colour and highly legible in any day light conditions; the flights are carried out over the target at 1000 ft. permissible by Regulations.

A photograph showing a banner being towed by an airplane against a clear blue sky. The banner is white with red text that reads "SURYAWORLD.EDU.IN-SHINE WITH SURYA". The banner is slightly curved and appears to be in motion.

Billboard



This will translate to 1700 sq. ft to maximum 3000 sq.ft. Billboard; they are custom made, digitally perfect, printed billboard sheets. Billboard production is a one-time expenditure. With proper maintenance they will last for hundreds of hours of flight time. We can store the Billboards at our facility, where they are ready for immediate deployment when required in future marketing campaigns.

THE
ALL-NEW
Ford FUSION



Printed Aerial Billboard 30 x 100 = 3000 sq feet

Combination Banners



A variation to the billboard option is the combination banner. This design combines the visual impact of the billboard with the versatility of the letter banner. A LOGO of 15 x 30 ft has attachments for a trailing letter message of 20 to 30 letters. (letters 7 ft in height red in colour)

[Watch Mahindra campaign here](#)



Campaign in Tricity, Punjab & Chennai

Target Areas

- **Sporting Events** - IPL , International cricket matches , Indian Grand Prix F1, Golf Courses etc
- **Urban Cities, Metros and Rural Areas**
- **Rush hour Traffic**
- **Political Rallies**
- **Brand Launches**
- **Special Events** such as Concerts, Music Festivals, Movie Launches
- **Indian Festivals and Melas**
- **National Holiday Celebrations**
- **Crowded Beaches and Coastal Areas** for e.g. – Goa New Years
- **Grand store / Mall openings**
- **Conventions and Exhibitions**

[Watch Tata Photon Plus campaign video](#)

MINI CASE STUDY

Client: Jewellery Brand

Venue: India vs Australia ODI, Mohali

EXCEPTIONAL RESPONSE

- International TV coverage to millions worldwide
- Trended on social media all day

