



airboard CV

anywhere in 30 minutes

- a double sided, pneumatic 12 x 8m format wall ad, (a poster made from a special vinyl mesh of 10.5 x 6.5m attached to an air-filled frame,
- a mobile medium, without restrictions on the location, flexible in adapting to the changes in the campaign scenario,
- illuminated display - perfectly visible even after dark,
- excellent in complementing traditional media campaigns,
- an excellent solution in areas with heavy traffic - on skiing slopes , beaches, city plazas during events or on the lawn near a busy intersection,

The Airboard is an advertisement presenting the brand in a different place every day or every few days. It is often the only possible form of advertising at a given location - for example on a beach or ski slope. To be able display its advert in one of these locations it only needs a relatively flat 15 x 10m surface and... 40 minutes for setup. The Airboard is also an effective support for unusual promotional activities - it can be used as an outdoor video screen for example.

Basing on the brief we prepare the Airboard campaign scenario - selecting the locations, advising the duration, making appropriate arrangements with landowners. We also provide full support during the campaign including setup, teardown, transportation, permanent monitoring of the medium and client reporting.

With years of experience in using Airboards we know that the most effective campaigns are those with the largest possible number of different locations, displaying the ads in one place up to a maximum of 3 days. It is these principles that generate the greatest impact.



zwraca uwagę

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