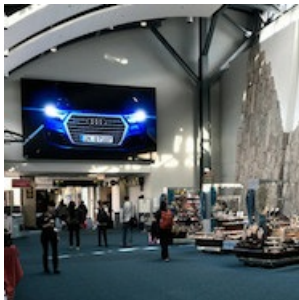


OUT OF HOME

## Audi appeals to travelers with Vancouver airport placement

April 7, 2016



*Audi's advertising in Vancouver International Airport*

By STAFF REPORTS

German automaker Audi is the first brand to break in a series of new digital video walls at Vancouver International Airport.

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Installed by Astral Out of Home, the LED screens are located in the Canadian airport's domestic terminal. With this exclusive placement, Audi is likely to catch the attention of some of the 20 million travelers' who pass through the airport each year.

### Driving attention

The screens measure 12 feet by 21 feet. This installation marks the first time that a 4 millimeter pitch LED screen has been to advertise at a Canadian airport.

Audi Canada will have complete flexibility and control over the content that appears on-screen.

Located on the Grand Central Wall in domestic departures in Hall C of the airport, the screens will reach all of Air Canada's passengers. In addition, travelers spend a lot of time in the area, giving Audi a captive audience.



*Audi ad at Vancouver International Airport*

"We are happy to leverage the advertising potential of Astral Out of Home's digital landmark in such a prime location at Vancouver International Airport," said Christian Schueller, director of marketing and digital innovation at Audi Canada, in a brand statement. "We look forward to leveraging the creative ownership of YVR's Grand Central Wall and the endless ways we can reach Air Canada travelers at the airport."

Other luxury brands have reached out to travelers through digital signage.

U.S. jeweler Tiffany & Co. is raising awareness among global jetsetters through a placement on a new digital clock tower in the Los Angeles International Airport.

Tiffany is the exclusive digital outdoor media partner on JCDecaux's Digital Clock Tower in LAX's new Tom Bradley International Terminal, featuring ads for its new CT60 timepiece collection. Running this campaign in the United States' most trafficked terminal will give Tiffany's effort more attention and impressions ([see story](#)).

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