

SHARJAH AIRPORT – DIGITAL OOH OPPORTUNITIES



The airport offers advertisers a unique opportunity with a captive audience of an estimated 16m* traveling passengers in 2023. Digital airport advertising offers the highest perceived value for brands compared to online display, social media, TV, and print advertising. It is the ideal way to capitalize on the travel surge – post COVID and is one of the most exciting and fastest-growing advertising channels today.

نحن نصلك بالعالم
We Connect You To The World
#SharjahAirport

Reaching 16m* people
traveling to/from the UAE



Sharjah International Airport is the third largest airport in the UAE and one of the quickest growing airports in the Middle East. With 57 airlines flying to and from 153+ destinations, in over 32 countries, Sharjah is in an ideal location between Dubai and the Northern Emirates and is ranked #3 in the UAE.



Advertising opportunities vary from custom built static and digital OOH displays integrated into the airport architecture, to opportunities for activations and events. We can create tailor made solutions and turn your brand's airport advertising into a unique showcase to over 16m* people.

*Estimated growth for 2023 – 13.08m in 2022

PASSENGER & AIRPORT HIGHLIGHTS



HIGHLIGHTS



3h. Dwell time



Captive Audience with 100% engagement



Receptive mindset



Direct influence from conversion to purchase

13.08 MILLION

passengers recorded in 2022 and expected to increase by 32% (16m*) in 2023
+87% increase vs 2021

AIRPORT STATS:

Originating flights: 98.2%

International: 63%

GCC: 37%

PASSENGER DEMOGRAPHICS



Leaders & C-Level

6%

Leaders & Top management in government & private sector co.



Tech Savvy

9%

Adopt new tech, always online, heavily invested in social media



Millennial Execs

11%

Young professionals in junior roles



Execs / Young Jetsetters

12%

Travel twice a year, enjoy shopping & entertainment



Tourists

22%

Tourists from all over visit Sharjah to get to see the UAE



Middle & Working Class
(White Collar & Blue Collar)

40%

Working Class white & blue collar residents frequently use SIA

PASSENGER DEMOGRAPHICS

87%

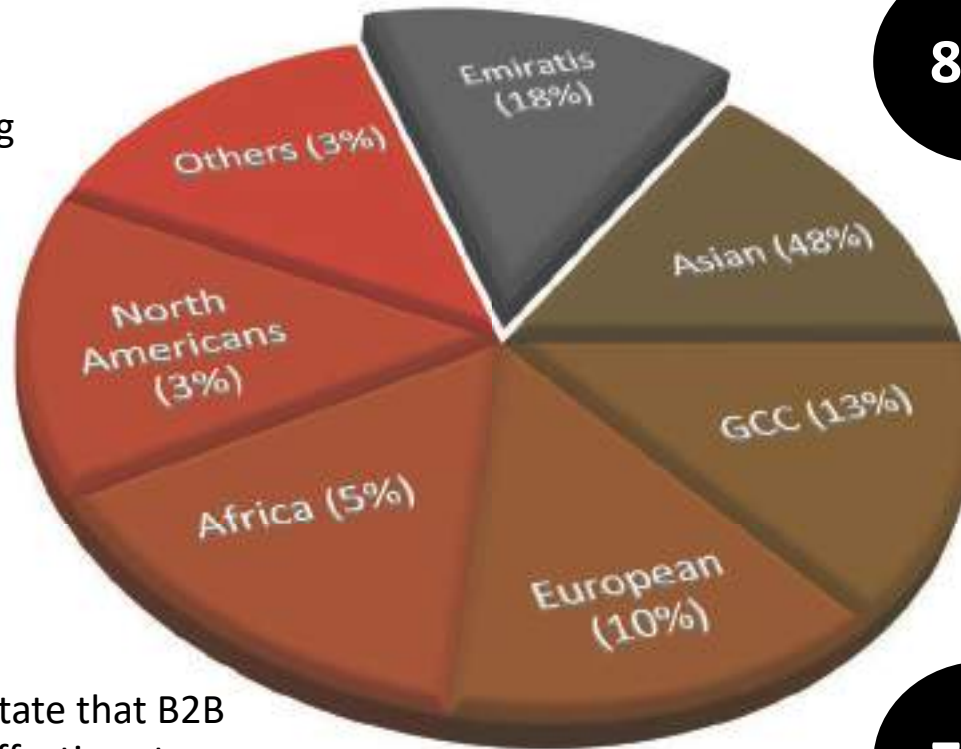
GCC Nationals pay attention to advertising while travelling

22%

are tourists visiting the UAE

72%

of business travellers state that B2B airport advertising is effective at reaching people like them



89%

GCC travelers state that advertising helps them know what's available

31%

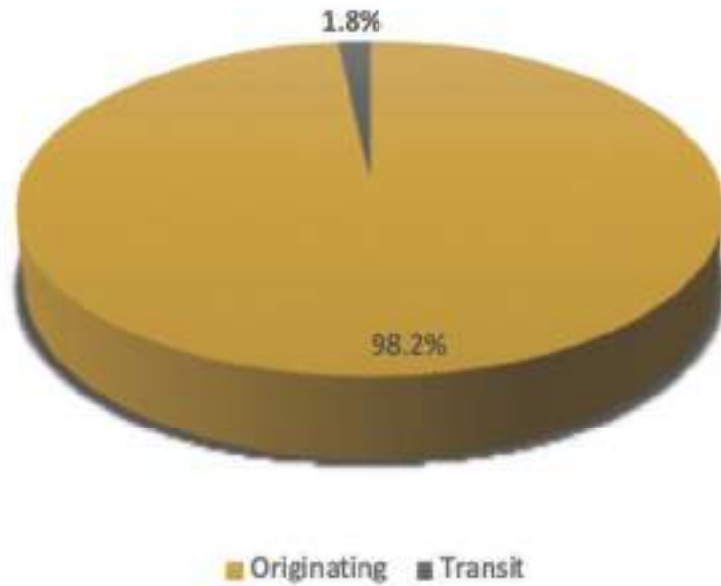
Above average income of the local population held by International passengers

71%

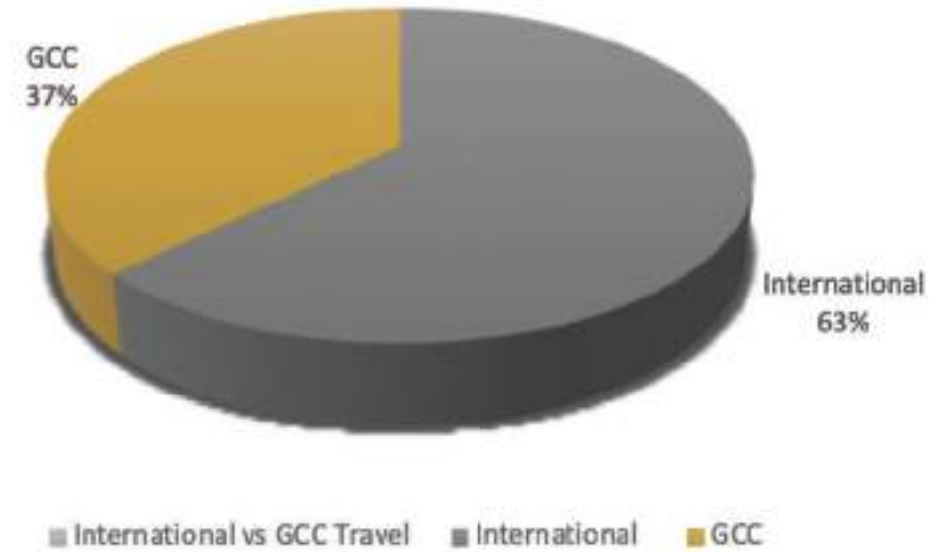
of air travelers are engaged with airport advertising, offering brands great opportunities

AIRPORT STATS

Key Figures for Departures



International vs GCC Travel



PASSENGER NUMBERS EVOLUTION



TRAVELLERS FROM UAE

ABU DHABI & AL AIN	12%
DUBAI	40%
SHARJAH & NE	48%

AIRPORT.TV®



مرحبا بكم في مطار الشارقة
Welcome To Sharjah Airport



بئر مجلس التعاون الخليجي
GCC Countries

العائلات و الأطفال
Families and Children

العائلات و الأطفال
Families and Children

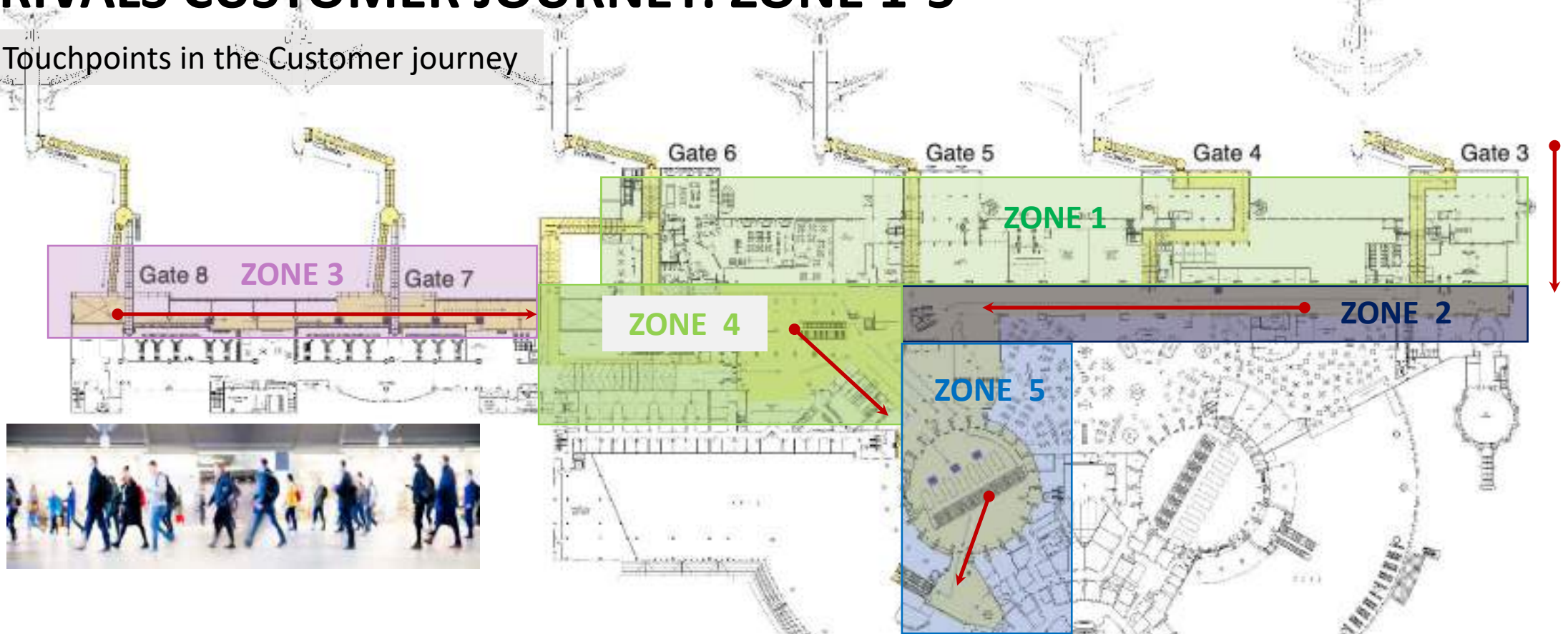
العائلات و الأطفال
Families and Children

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العائلات و الأطفال
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ARRIVALS CUSTOMER JOURNEY: ZONE 1-5

Key Touchpoints in the Customer journey



DIGITAL FIRST FLOOR ARRIVALS

11 Digital Displays

Zone 1 - 5
Arrivals, Duty Free, Imm.

Dwell Time:
15 - 40 minutes

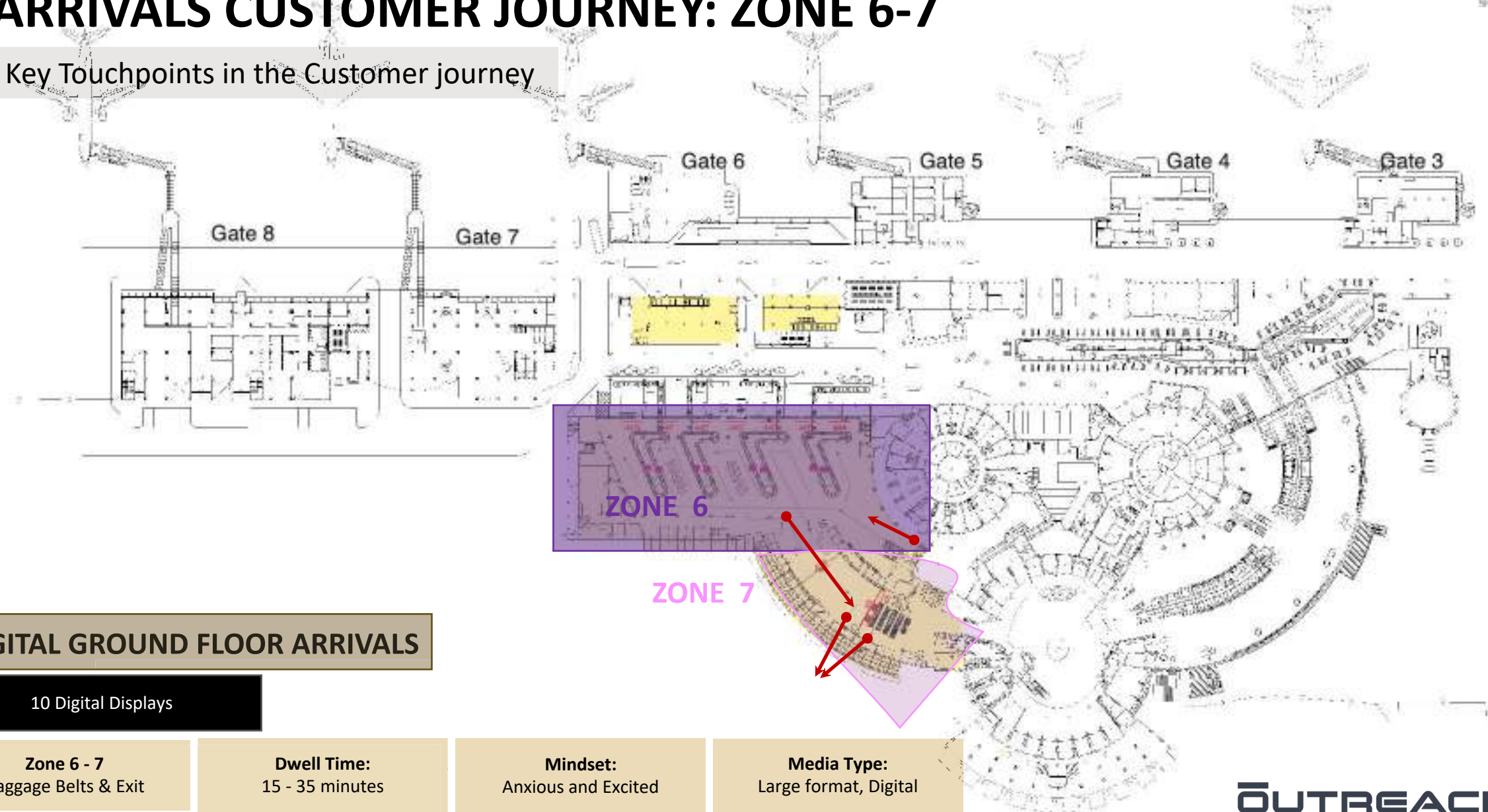
Mindset:
Anxious and Excited

Media Type:
Large format, Digital

Estimated Arrival passengers 2023*
8,512,371

ARRIVALS CUSTOMER JOURNEY: ZONE 6-7

Key Touchpoints in the Customer journey



DIGITAL GROUND FLOOR ARRIVALS

10 Digital Displays

Zone 6 - 7
Baggage Belts & Exit

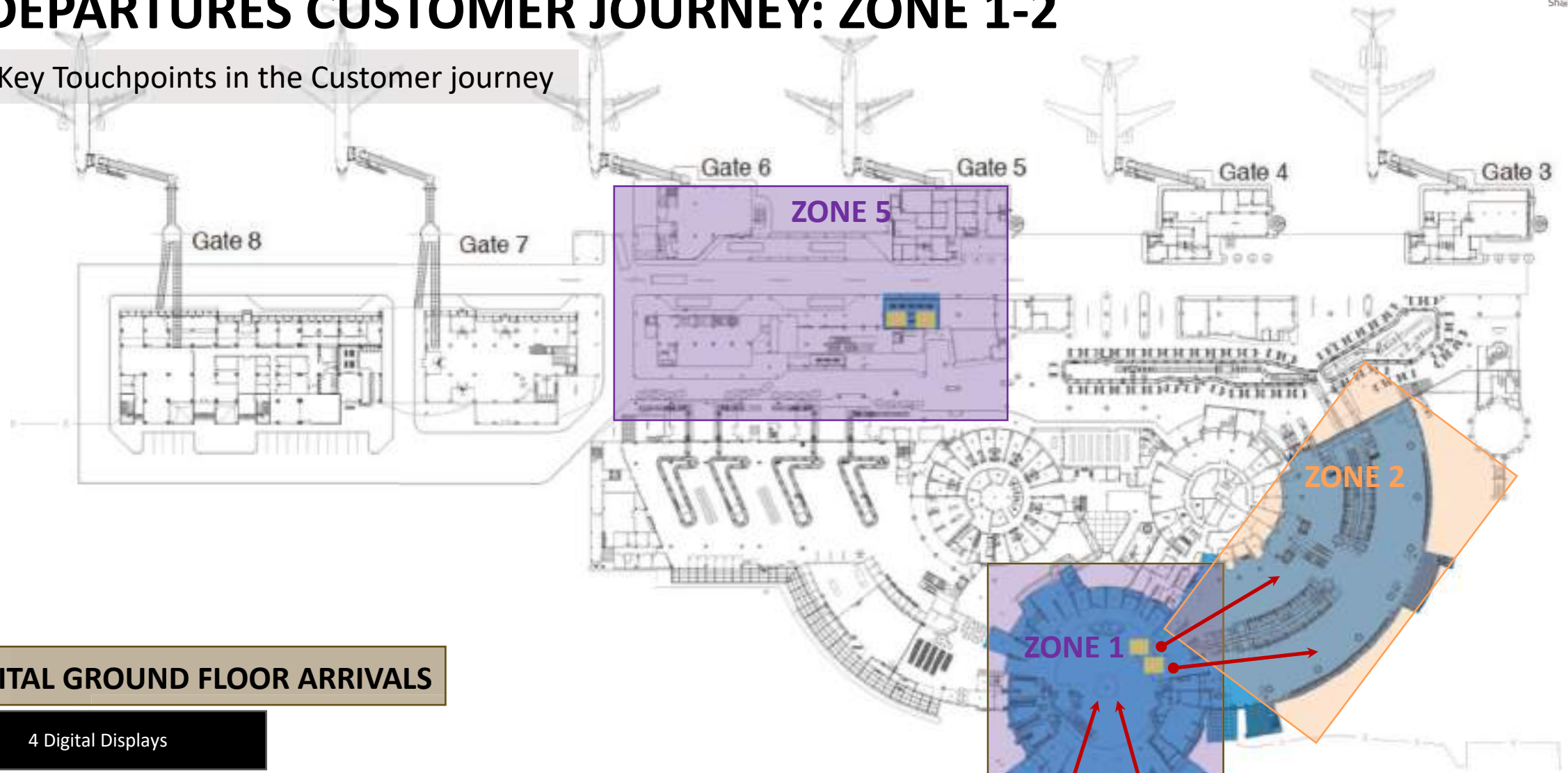
Dwell Time:
15 - 35 minutes

Mindset:
Anxious and Excited

Media Type:
Large format, Digital

DEPARTURES CUSTOMER JOURNEY: ZONE 1-2

Key Touchpoints in the Customer journey



DIGITAL GROUND FLOOR ARRIVALS

4 Digital Displays

Zone 6 - 7
Baggage Belts & Exit

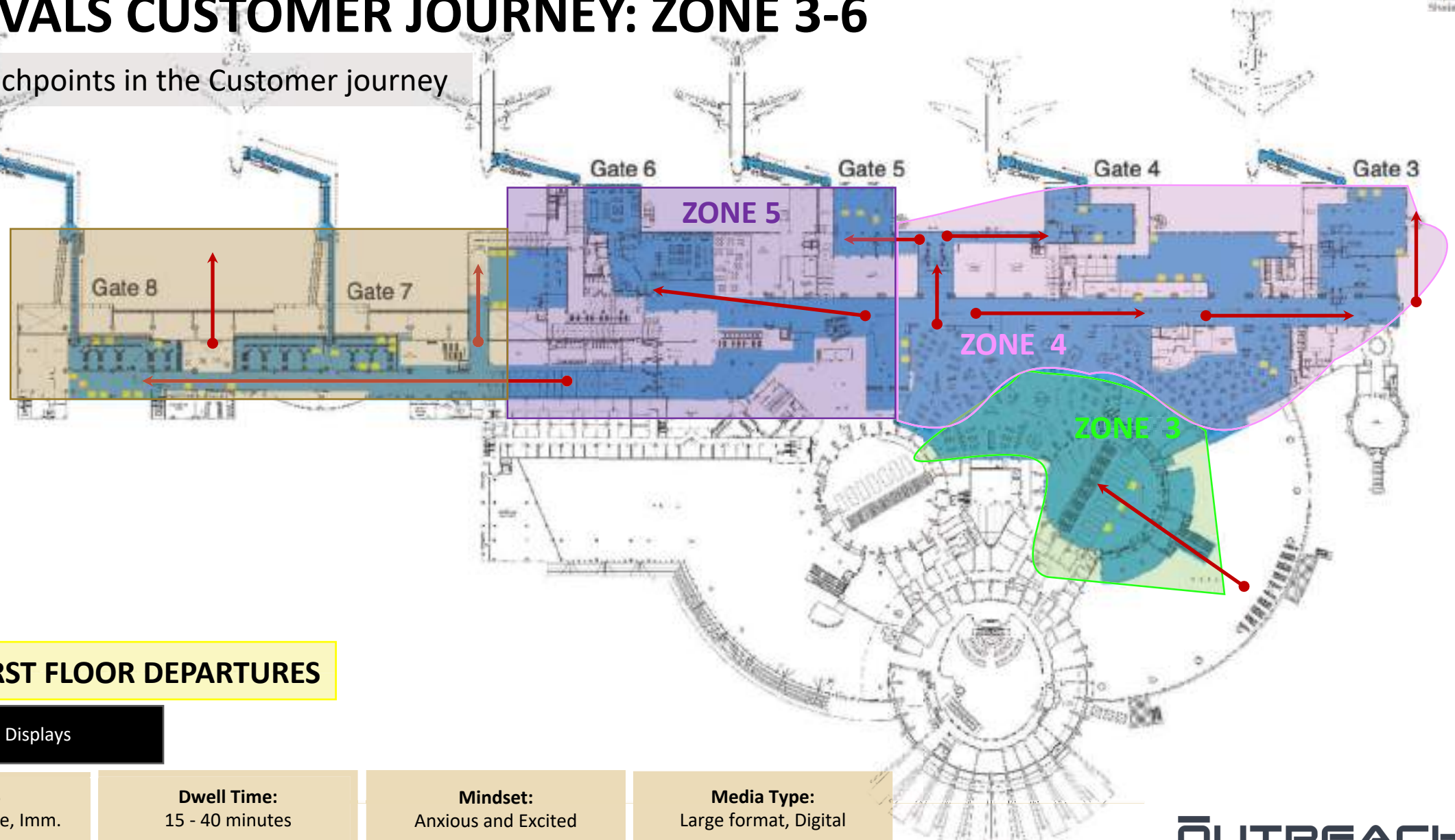
Dwell Time:
15 - 35 minutes

Mindset:
Anxious and Excited

Media Type:
Large format, Digital

ARRIVALS CUSTOMER JOURNEY: ZONE 3-6

Key Touchpoints in the Customer journey



DIGITAL FIRST FLOOR DEPARTURES

47 Digital Displays

Zone 1 - 5
Arrivals, Duty Free, Imm.

Dwell Time:
15 - 40 minutes

Mindset:
Anxious and Excited

Media Type:
Large format, Digital

SHARJAH AIRPORT'S DIGITAL OOH NETWORK - AIRPORT.TV®

The digital OOH network via the 72 units of Airport.TV reaches this affluent audience through high definition screens located in key high dwell-time zones throughout Sharjah International Airport.



Over recent years, programmatic advertising has expanded to include the OOH world and most recently, programmatic DOOH has been taking off at airports for the first time. Combining the capabilities of programmatic advertising with the premium and high dwell time at airports enables brands to create highly targeted, flexible and measurable ads on high-impact screens.

DIGITAL OOH NETWORK - AIRPORT.TV® - 64 UNITS



Departures - Immigration



Departure Food Court



Departure Waiting Area



Departure Security Area



Arrivals - Immigration



Arrivals Baggage reclaim Area



Arrivals Waiting Area

- **50" Screens - 58 units**
- **74" Screens - 14 units**

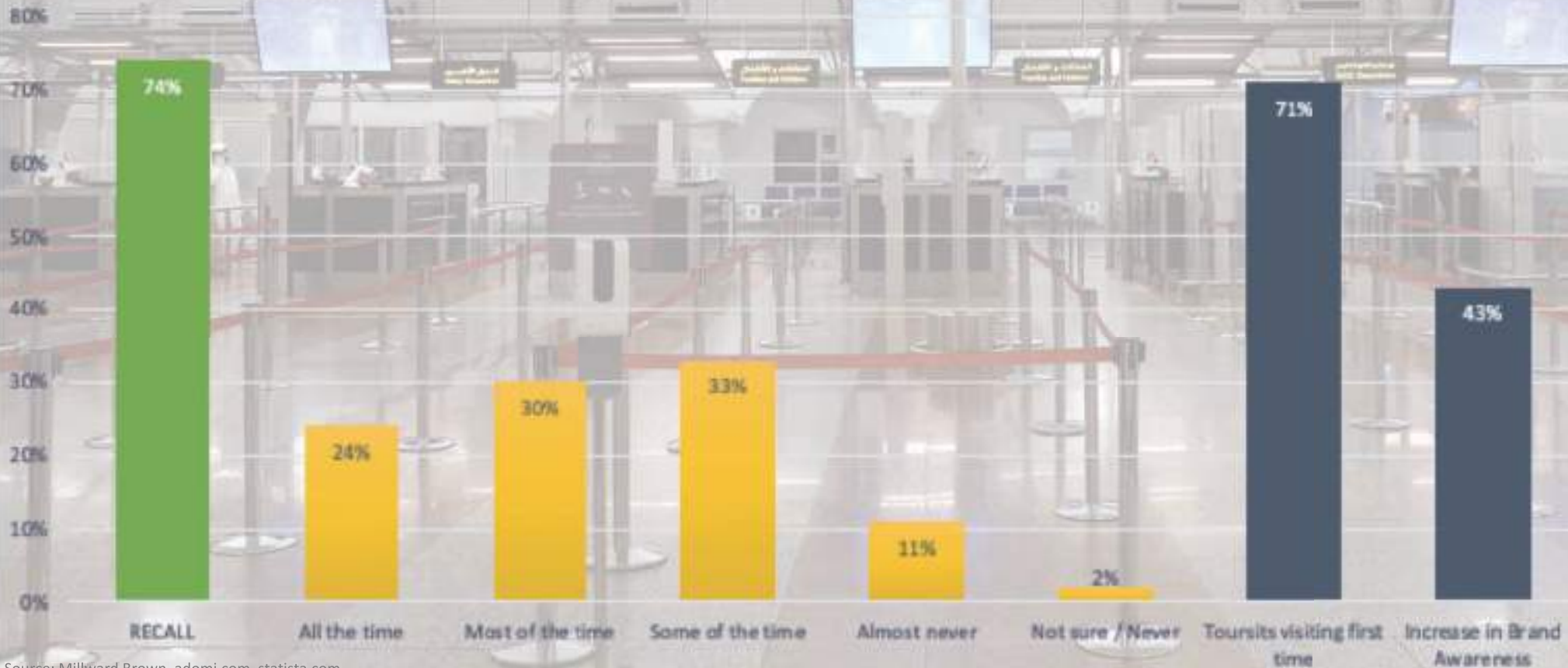
Digital OOH network across Arrivals and Departures at key locations targeting a captive audience with long dwell time

- Engaging content through periodical local & International News
- Weather updates
- Business & Sports News
- Advertising Content

WHY SHARJAH AIRPORT'S DIGITAL OOH NETWORK WORKS

مرحباً بكم في مطار الشارقة
Welcome To Sharjah Airport

SHARJAH AIRPORT DIGITAL OOH NETWORK - REACH



Source: Millward Brown, adomi.com, statista.com



PLAY VIDEO

THANK YOU

