

PRESS INFORMATION

May

BRANDING THE SKIES

With every inch of buildings being used for advertising space, there is little wonder that even the sky is being branded!

One air charter company has been working with a number of key marketing agencies to price advertising campaigns that never touch the ground. V-One Aviation has noticed a marked increase in the number of agencies asking whether it is possible to brand aircraft and fly them consistently over one particular geographical location.

“This practice is becoming increasingly common place. You can see this type of marketing initiative on a small scale at sporting events. The clients we are dealing with are looking on a much larger scale than this but the principal is still the same. Brand an aircraft and it becomes a flying advert. However, the difference here is that we can offer worldwide coverage. If a client is looking to launch a product worldwide we can arrange for aircraft in different countries to be branded to produce the real ‘wow’ factor.

“With our experience in chartering aircraft and branding them for clients we are ideally placed to help agencies achieve their goals. We can arrange for the right aircraft to be branded and work with our clients to ensure that their specific geographical locations are targeted. We can also co-ordinate with specific sporting events where a higher percentage of a clients’ target market will be present.”

In a world of immediacy advertising in the skies may just be the next big thing.

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Note to editors:

V-One is always spelt V hyphen One and pronounced V1.

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