

MELBOURNE AIRPORT

# Marketing Initiatives Kit

2021/22



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The Marketing Initiatives Kit outlines the assets utilised by Melbourne Airport to support our retailers commercial and marketing needs throughout the year. This presents a significant opportunity for retailers to maximise average spend per passenger and revenue to their store.

## Key Contacts

For further information about any opportunities in this guide, please contact:

### Retail Contacts

#### **Connor Murphy**

Marketing Campaign Manager  
connor.murphy@melair.com.au  
0401 010 996

#### **Monica Kent-Giles**

Head of Marketing  
monica.kent-giles@melair.com.au  
0499 499 356

### Digital and Social Contacts

#### **Olympia Lupas**

Digital Marketing Specialist  
olympia.lupas@melair.com.au  
0455 504 194

#### **Maddison Steel**

Digital Marketing Manager  
maddison.steel@melair.com.au  
0455 445 580

# **New Retailer Marketing Support**

# New Store Opening

We are excited to welcome your store to the Melbourne Airport team. To create brand awareness for passengers and staff we will include a store listing on our website (see below), a social media photoshoot at your venue, internal communications support and other requested support below for your opening.

## Launch Promotional Support

- Social media photoshoot (once open)
- Social media post
- EDM announcement
- Internal communications announcement
- Opportunity to share an opening offer with staff

## Store listing on website.

Please provide us with below:

### Two images:

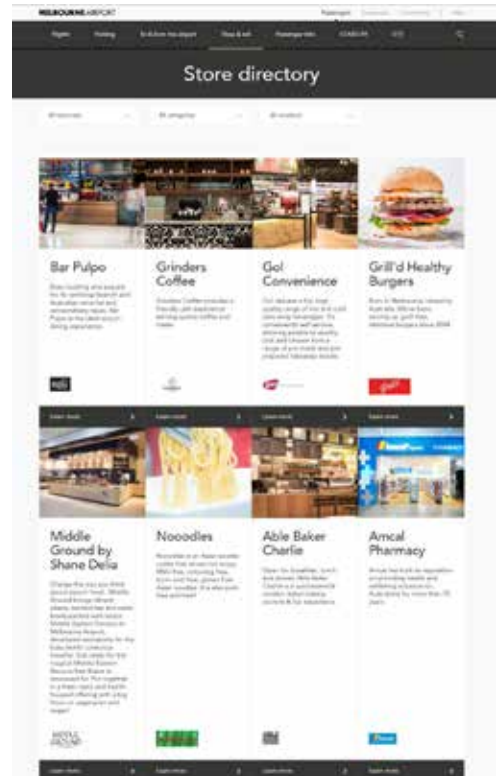
- 1684 pixels x 500 pixels
- 294 pixels x 251 pixels

### Logo

- Logo in PNG format sized 115 pixels x 45 pixels (or less).

### Additional details:

- Information on your store
- Terminal location
- Before/after security (airside/landside)
- Store details (more specific location details ie near gate 4 & 5 in international)
- Opening hours
- Telephone number
- Optional: Store website



# Hoarding

An integral part of creating hype prior to opening a store is through eye catching and informative hoarding. At Melbourne Airport, we provide three hoarding options below in line with our style guide.\*

Option One:



Option Two:



Option Three:



\*Please note, any hoarding outside these options will come at a cost to the retailer.

# Ongoing Marketing Support

# Website & Digital

## Website

With more than 4.04 million visits annually, our airport website is one of the first places passengers and potential visitors search to find information about the airport and our retailers.

We can offer you the following opportunities on our airport website, to help customers discover your store and prompt a visit.

## Individual Store Listing

Store listings appear in the relevant airport section Shop & eat, they allow customers to find out more about your brand, find your contact details and see your location within the airport. It is the retailers responsibility to advise us of any changes in information or image updates.

## Store listing on website.

Please provide us with below:

### Two images:

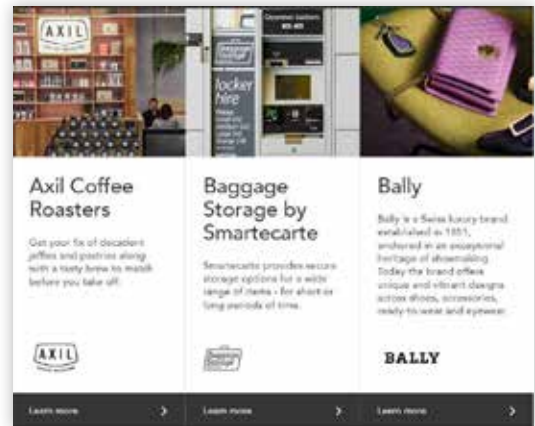
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# Email Marketing Initiatives

The Melbourne Airport newsletters are shared monthly. Successful content includes engaging and enticing information to interest subscribers, such as an exclusive offer or story. Bookings are subject to space, availability & editorial approval.

## EDM Types

### Parking Deals

(Approx 610k recipients)

### Flight Deals

(Approx 480k recipients)

### Quarterly News

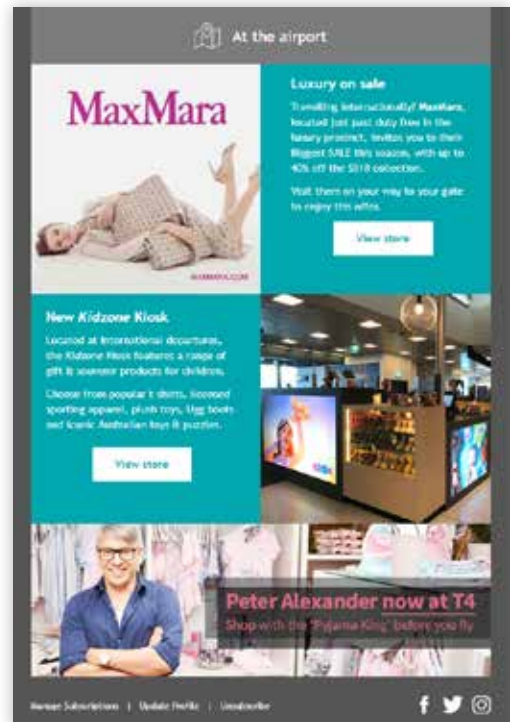
(Approx 610k recipients)

### Story Specifications

- Header max 50 characters
- Max 100 words
- Jpeg Image 300 pixels (w) x 300 pixels (h)
- Web link or other .pdf file
- Optional: voucher / coupon
- Callout specifications

### Email Banners

- Size: 600 pixels(w) x 200 pixels (h)



# Social Media

## Monthly Photography

Our team provides monthly photoshoot opportunities in-store to capture images of your retail space, store products or any upcoming promotions.

Please provide us with ample time to schedule your photoshoot.

## Facebook

### @MelbourneAirport

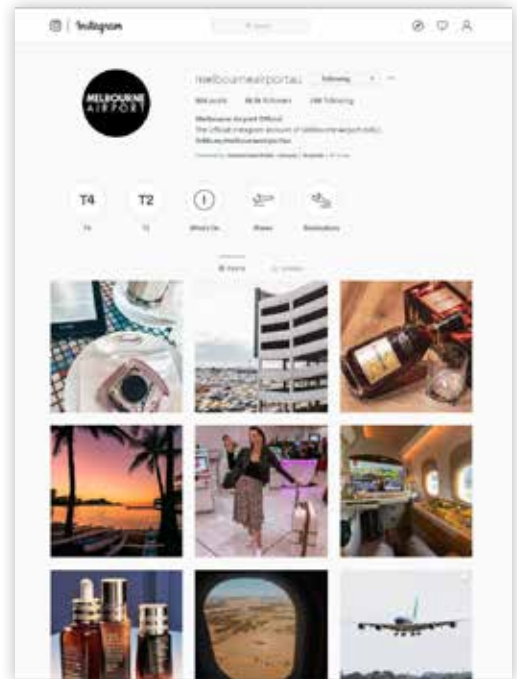
With over 102,000 followers, Facebook is a great platform to share visually stimulating content, as well as exclusive offers. Our audience engages well with aviation focused and newsworthy content.



## Instagram

### @melbourneairportau

Our Instagram account has over 20,800 followers. We keep our accounts regularly updated with fresh and engaging content. We leverage our social media accounts to assist retailers with promotions, store awareness and airport products.



# Internal Communications

## APAC News

Known as our largest internal EDM, APAC News is published weekly. The team shares project updates from both Melbourne and Launceston Airport, upcoming events or initiatives as well as other engaging and enticing content. The EDM has approximately 600 subscribers.

## The Hub

With approximately 500 subscribers the monthly newsletter goes out to the airport estate. It includes key updates from across the month and is an opportunity for news to be shared by subscribers from the estate.

## Albert

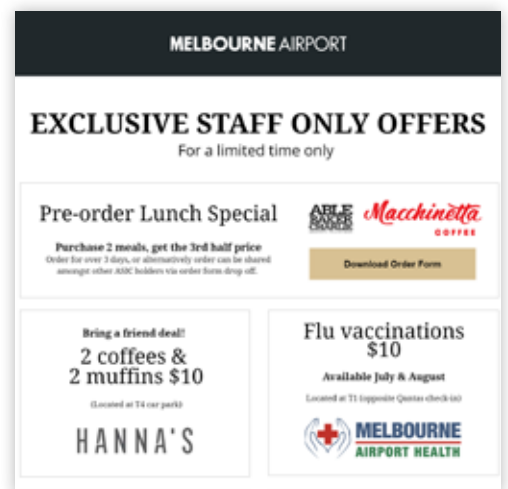
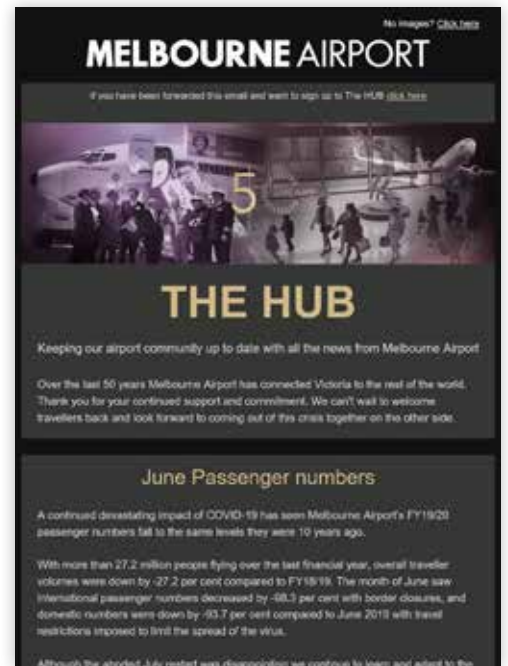
APAC's intranet serves as the 'go-to' platform for anything APAC. It includes company policies and procedures, staff benefits, COVID-19 updates and project information.

## Yammer

An informal channel (similar to a Facebook newsfeed) allowing APAC staff to stay connected and share any updates/alerts with the team. Often you will find any announcements, upcoming events, project updates or staff offers amongst other content.

## Staff offers page

A page dedicated to exclusive retail offers for Melbourne Airport staff. The link to the page is included in APAC News and The Hub EDMs and is also shared on Yammer and housed on ALBERT.



## oOh! Media paid opportunities

### oOh! Media

oOh! Media manages internal and external large format advertising at Melbourne Airport. oOh! offers an extensive range of advertising formats in key areas of the airport such as ticketing, arrival and departure concourses, near business lounges and in baggage claim.

oOh! Media is specifically located in high-traffic areas to ensure maximum exposure. Media options range from digital networks offering flexibility and real-time messaging to high-impact billboards and light boxes and ambient executions

If you are interested in advertising opportunities please contact:

Stephanie Wood  
Channel Manager  
Mobile +61 402 526 111  
Email [stephanie.wood@oohmedia.com.au](mailto:stephanie.wood@oohmedia.com.au)  
[oohmedia.com.au](http://oohmedia.com.au)



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