

# Pioneering Out-of-Home

PSI Consulting



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The appetite amongst international travellers, for accurate real-time data to assist them when on the move, is as great as is the capacity to feed it. Of the many ways consumer behaviours are evolving, one of the most striking is the exponential growth in usage levels of Smartphones, especially by those who travel internationally. Passengers need to be kept informed at all times, by whatever means are available. Consequently, many of them are early-adopters of technology and with new apps, tablets and other devices now in use, it is easy to see why.

In 2010, SITA's IT Trends Survey (conducted across 198 airports accounting for almost half of global passenger traffic), 28% of those surveyed use Smartphones. This year, the figure has almost doubled, rising to 54%. Within the Frequent Flyer and Business/First Class passenger groups, it is up to 74%. As airports are investing heavily in IT, improving operational efficiencies, making use of social media channels to update passengers and providing additional self-service options such as check-in, bag-drop, e-gates, connectivity is key.

For advertisers, engaging with passengers intelligently in this new world, presents challenges and opportunities, in equal measure. For media owners, the task is to build relevant communication platforms that will allow advertisers to interact with their target audiences. For transport operators, the aim should be to agree commercially viable contracts with media owners that encourage new developments.

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With this changing business landscape in mind, PSI has established a new division, **PSI Consulting**, and recruited **Lee Lawrence** to run it. **PSI Consulting** is tasked with assisting transport operators (airport authorities & railway companies), media owners (existing & potential), and advertisers (direct clients & agencies), to make the most of the opportunities now presenting themselves. This entails collaborating with all stakeholders involved in the process of bringing together the separate strands of brand, content, media and environment.

Lawrence, with many years experience as Sales Director for JCDecaux Airport, and running his own consultancy, Passport Media, is well-placed to champion this new enterprise.

**PSI Consulting** works with transport operators looking to improve ancillary revenues. Advice is given on evaluating current media inventory, on how to run a commercial tender for advertising rights, and what to look for in structuring commercial terms with the appointed media owner. Lawrence's work with Eurostar at St Pancras, where he assisted in the difficult process of securing approval for a new digital media programme in a Grade 1 listed building, which will now generate incremental revenues where previously there was none, is a case in point.

Equally, media owners looking to enhance their sales proposition, product offer, ratecard and marketing, benefit from the world view **PSI Consulting** provides, with its understanding of client expectation and best practice.

Similarly, an airport used by low cost carrier airlines, which may be consistently outperformed on a revenue per passenger basis by its larger competitors, can find that a different approach with the incumbent media owner can increase advertising revenues. **PSI Consulting** facilitate such discussions between all interested parties, advocating the treatment of brands as partners, rather than simply advertisers.

**PSI Consulting** complements PSI's established sphere of activities and the development exemplifies the pioneering approach taken by Posterscope. Emerging markets such as China and India, with their enormous populations and new transport infrastructure projects including railway cities, new airports and terminals, are ripe. Our clients require clarity of thought and vision, when planning across multiple markets. Having **PSI Consulting** in the group, strengthens our offer and takes us to the next stage of our development.





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