

## The concept

Dicon utilizes conveyor belts on airports as a new advertising medium: This new medium has several advantages over existing mediums:

- The continuous movement of the conveyor belt is an eye-catching medium and attracts great attention by passengers.
- Passengers wait an average of fifteen minutes for their luggage. The focus on the conveyor belt makes it therefore a very captive medium.
- This medium allows to focus the advertisement on particular targeted groups of customers.