

Summary

- Dicon utilizes airport conveyor belts as a new, creative and most innovative medium with some essential factors:
- Eye-catching, because the conveyor belt moves permanently.
- The flexibility of the advertising message.
- The ability to target a desirable consumer segment in a captive environment.
- Time of recognition for more than 15 minutes with a high focus.
- The new innovative medium is combining large advertising possibilities with great commercial opportunities.