

BOINGO MEDIA

WORLD'S LARGEST WI-FI MEDIA PLATFORM



 boingo

WIFI GRATUITO EM TROCA DE ASSISTIR UM ANÚNCIO...

SIM, POR FAVOR!



FREE WI-FI É A
COMODIDADE MAIS
SOLICITADA PELO
VIAJANTE




boingo

MÍDIA DE ALTO IMPACTO

Engajamento

@ Garantido

&

Anúncios

🕶️ Visíveis


boingo

VIEWABILITY É IMPORTANTE

BOINGO ADS ARE

100%

VIEWABLE

OF ALL VIDEO AND
DISPLAY ADS

50%

ARE NOT VIEWABLE

Por que WiFi?

.....
**Consumidor
Conectado**

PRINCIPAIS ATRIBUTOS DA AUDIÊNCIA



AFFLUENT



PROFESSIONAL



DECISION MAKERS



INFLUENCERS



BRAND EVANGELISTS



MOBILE-CENTRIC


bingo

CONECTE-SE SUA MARCA A

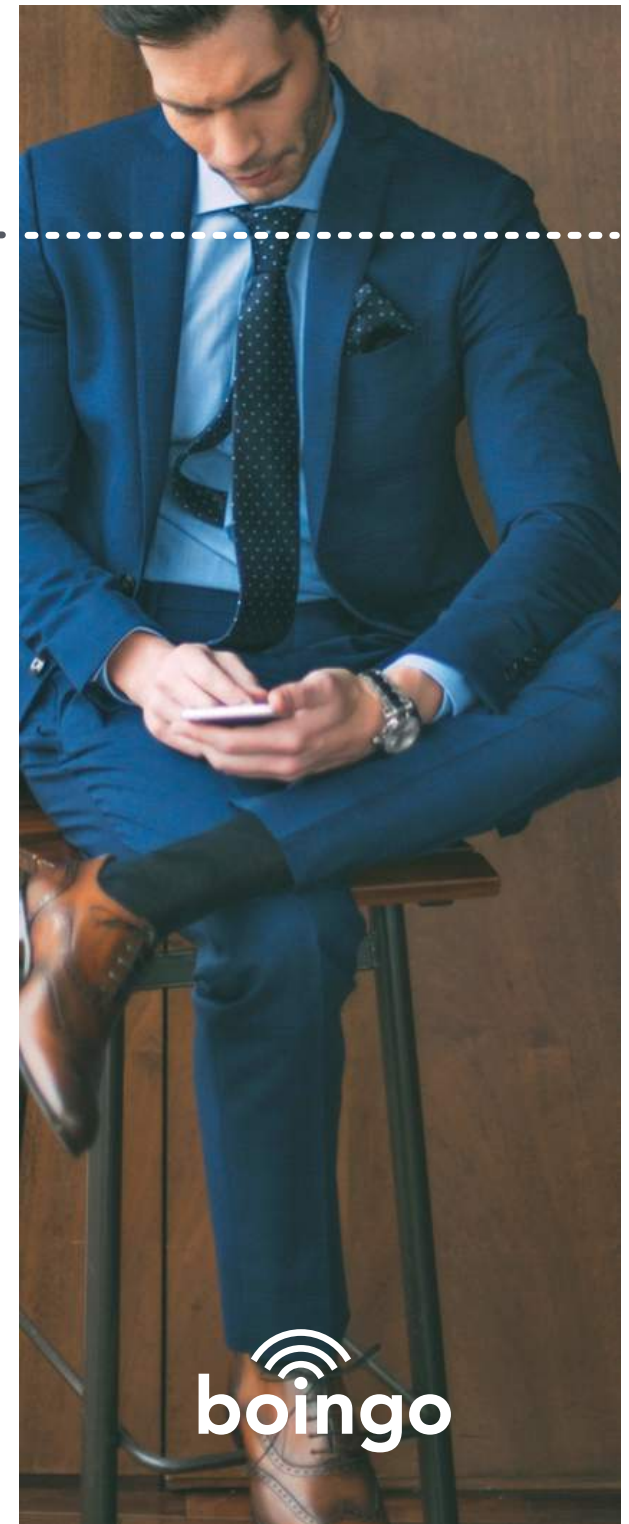
BUSINESS DECISION MAKERS

/// **6X** Mais propensos a viajar de business ou primeira classe

/// **3X** mais propensos a ter renda superior a 150k/ ano

/// **3X** mais propensos a fazerem viagens internacionais a negócios ou lazer

Source: Nielsen@plan: Q2015 Boingo Traveler Profile



CONECTE-SE SUA MARCA A

JET-SET LEISURE TRAVELERS

/// 47% têm renda superior a \$75k/ano

/// 4X mais propensos a terem adquirido um pacote de férias online nos últimos 6 meses

/// 3X mais propensos a terem feito uma viagem internacional de férias nos últimos 2 anos

Source: Nielsen@plan: Q2015 Boingo Traveler Profile




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CONECTE-SE SUA MARCA A

TECH-SAVVY MILLENNIALS

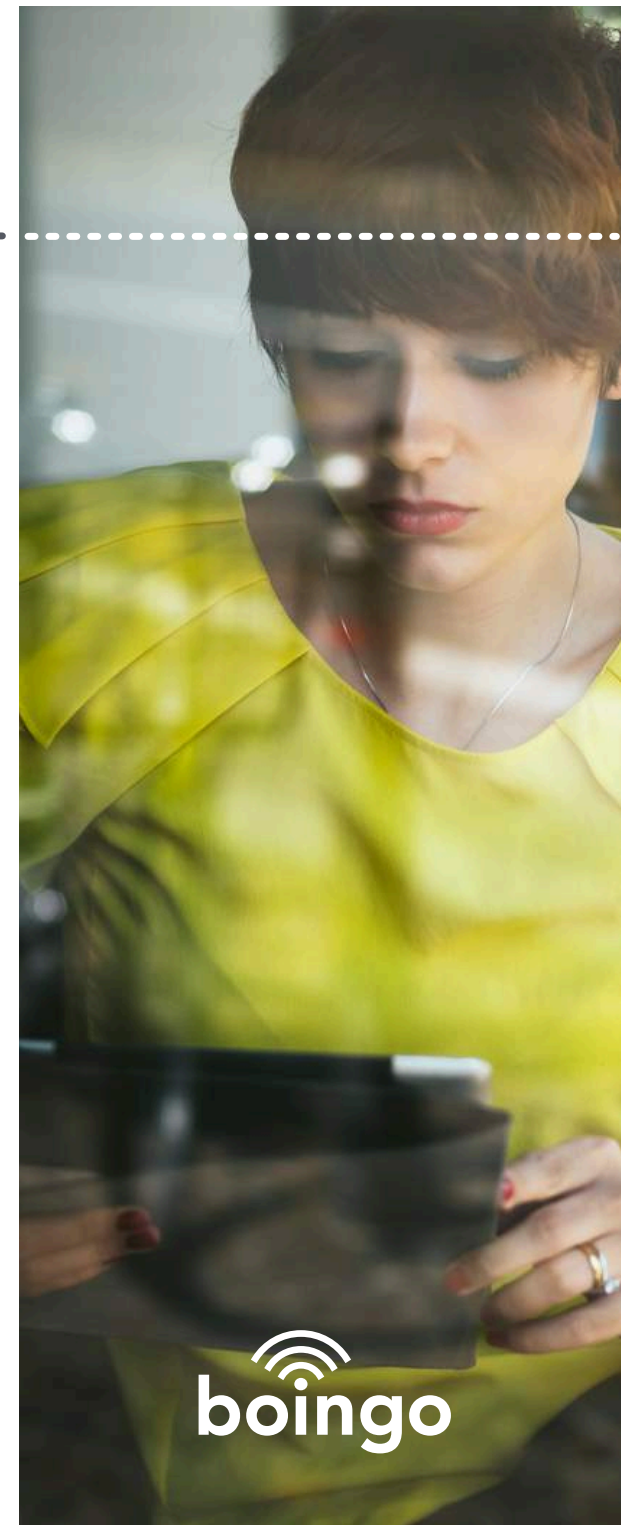
/// 55% de suas conexões WiFi são em celulares

/// 3X mais propensos a terem pós-graduação

/// 3X mais propensos a serem viciados em filmes e séries

/// 2X mais propensos a gastarem 50-60% do tempo assistindo filmes e séries on demand

Source: Nielsen@plan: Q2015 Boingo Traveler Profile



A high-angle, blurred photograph of a crowd of people walking on a light-colored tiled floor. The motion blur is horizontal, suggesting a fast-paced environment. The people are wearing various casual and business-casual clothing. The floor has a grid pattern of light and dark grey tiles.

Grande

.....
Alcance

The logo for 'boingo' features a white Wi-Fi symbol (three curved lines) above the word 'boingo' in a lowercase, white, sans-serif font.

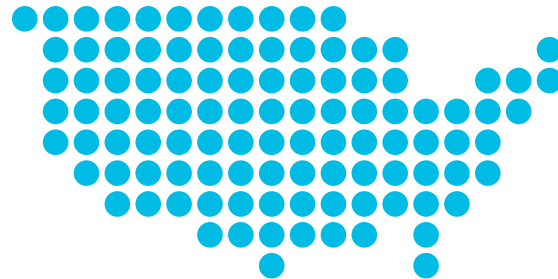
boingo

ONDE...

CONNECTIVIDADE É IMPORTANTE

40

AEROPORTOS NOS
EUA



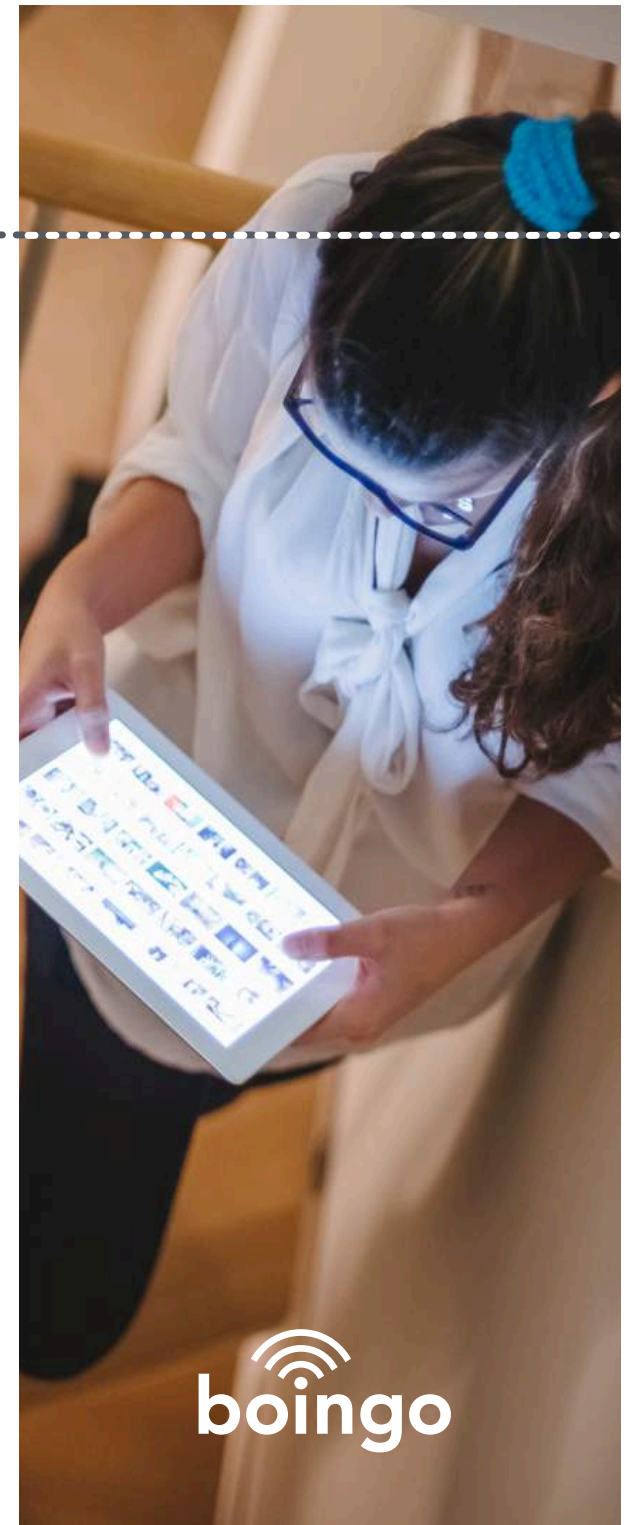
NY /// CHICAGO /// LA /// BOSTON /// MIAMI /// AND MORE

16

AEROPORTOS
INTERNACIONAIS



LONDON /// DUBAI /// SÃO PAULO /// AND MORE




boingo



São Paulo-Guarulhos

785k

**ENGAJAMENTOS
MENSAIS**

35%

**VIAJANTES
INTERNACIONAIS**

65%

**VIAJANTES
DOMÉSTICOS**

Source: Boingo Internal, Nov 2015





São Paulo-Guarulhos

VISITOR PROFILE



47% Female



53% Male

AGE

- 16% 18-24
- 35% 25-34
- 20% 35-44
- 12% 45-54
- 11% 55-64
- 6% 65+

DEVICES

- 88% Mobile
- 6% Tablet
- 6% Laptop

OPERATING SYSTEM

- 35% iOS
- 48% Android
- 10% Windows
- 7% Other

LANGUAGES

- 62% Portuguese
- 38% Other

TOP 10 NON PORTUGUESE LANGUAGES

- 19% English
- 13% Spanish
- 2% German
- 1% Chinese
- 1% French
- 1% Italian
- 1% Other



3-PART USER EXPERIENCE

Splash – Video – CTA



Wi-Fi Sponsorship: Experiência de Engajamento

Engaje a audiência com total visibilidade, som e vídeo

boingo

Roaming Login | Airport Website | Get Boingo
Customer Support: 1-800-880-4117

A Dell recomenda Windows.

Trabalhe melhor. Divirta-se mais. Windows

Wi-Fi grátis.
Um oferecimento da:

Aceitar e continuar

Ao clicar no botão acima você aceita os [termos e as condições](#) da rede

Internet Provided by Boingo • [Privacy](#) • [WiFi Ads by Boingo Advertise Here](#)

1. Splash Page



Wi-Fi Sponsorship: Experiência de Engajamento

Engaje a audiência com total visibilidade, som e vídeo

boingo

[Skip sponsor message](#)

[Roaming Login](#) | [Airport Website](#) | [Get Boingo](#)
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10
Koch
and
Roll

Internet Provided by Boingo • [Privacy](#) • [WiFi Ads by Boingo](#) [Advertise Here](#)

2. :15s or :30s Video



Wi-Fi Sponsorship: Experiência de Engajamento

Engaje a audiência com total visibilidade, som e vídeo

boingo

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10
ROCK
and
ROLL

DELL Submarino

Acesse o Wi-Fi
e conheça o Inspiron 13
Série 7000 2 em 1 da Dell.

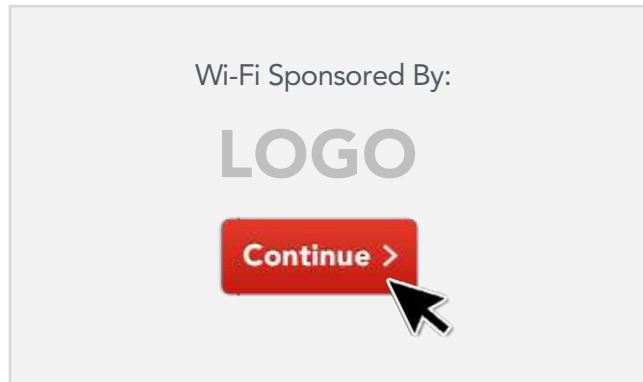
Internet Provided by Boingo • Privacy • WiFi Ads by Boingo Advertise Here

3. Call to Action



BILLABLE ENGAGEMENT: VIDEO

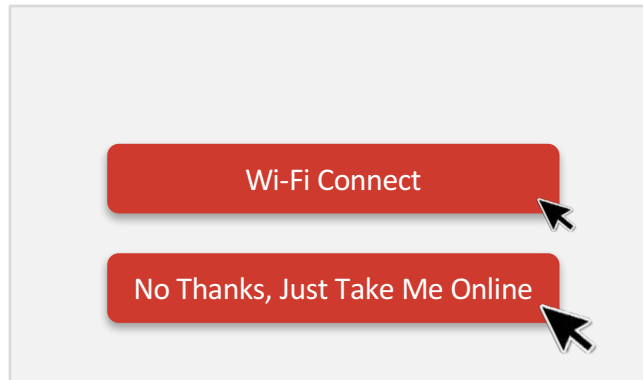
1.
ATTRIBUTION
PAGE
Advertiser
branded
splash page



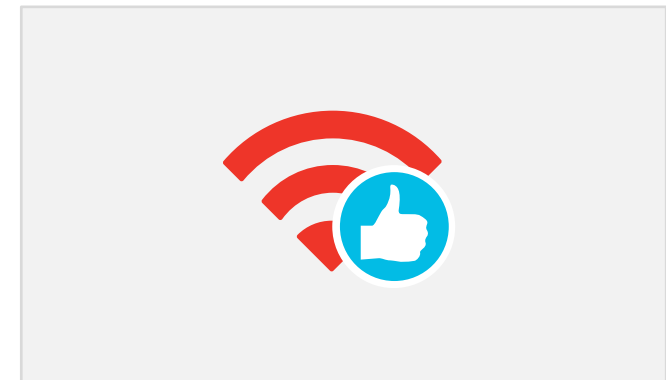
2.
VIDEO
INTERSTITIAL
Minimum
15 second
video view



3.
INITIATE
WI-FI ACCESS
Click Connect
or No Thanks



4.
WI-FI ACCESS
GRANTED
Billable
engagement
complete





SOLUÇÕES DE MÍDIA INOVADORAS

FORMATOS DE ANÚNCIO

GERE BRANDING
& ENGAJAMENTO



CONECTE-SE AOS CONSUMIDORES, CONECTANDO-SE AO WI-FI



VIDEO



APP
DOWNLOAD



SOCIAL



EMAIL
COLLECTION



ADD TO
CALENDAR



TEXT MATCH

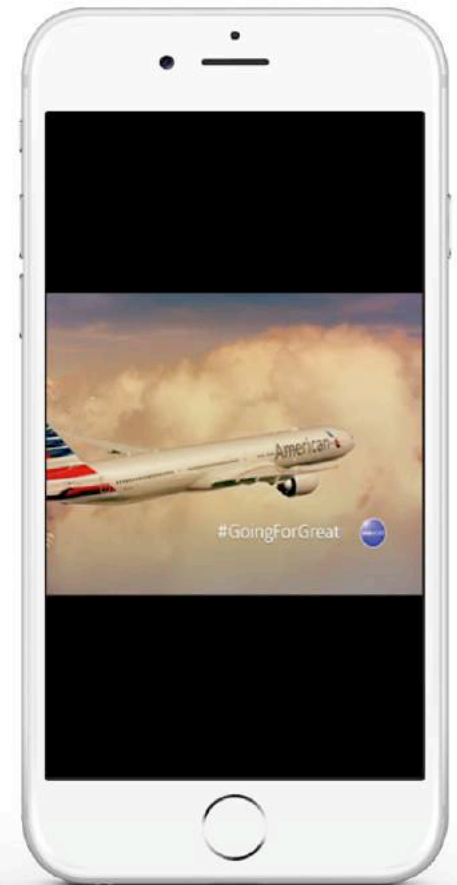
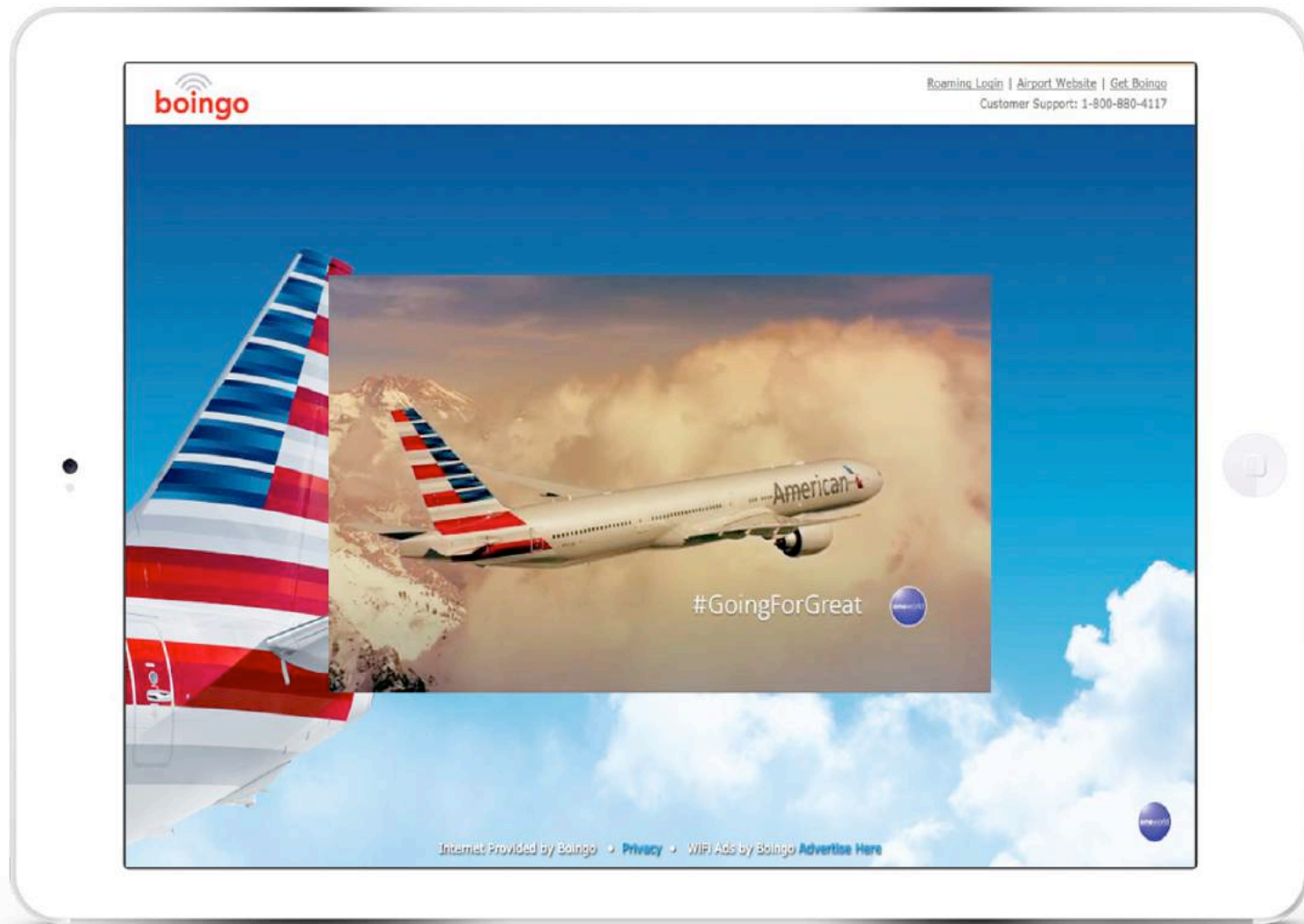


POLL



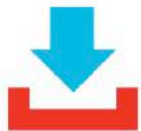
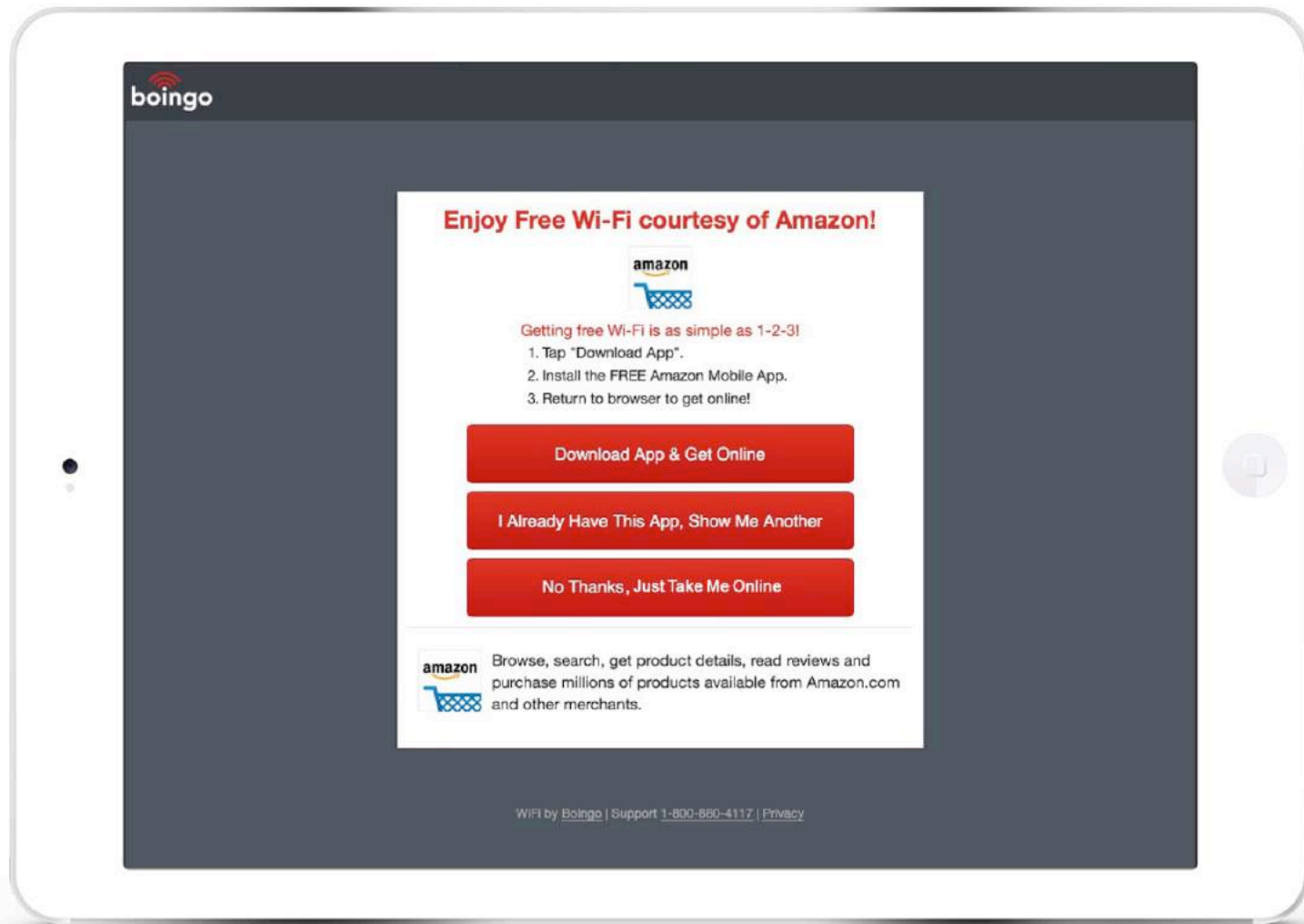
SHOWCASE


boingo



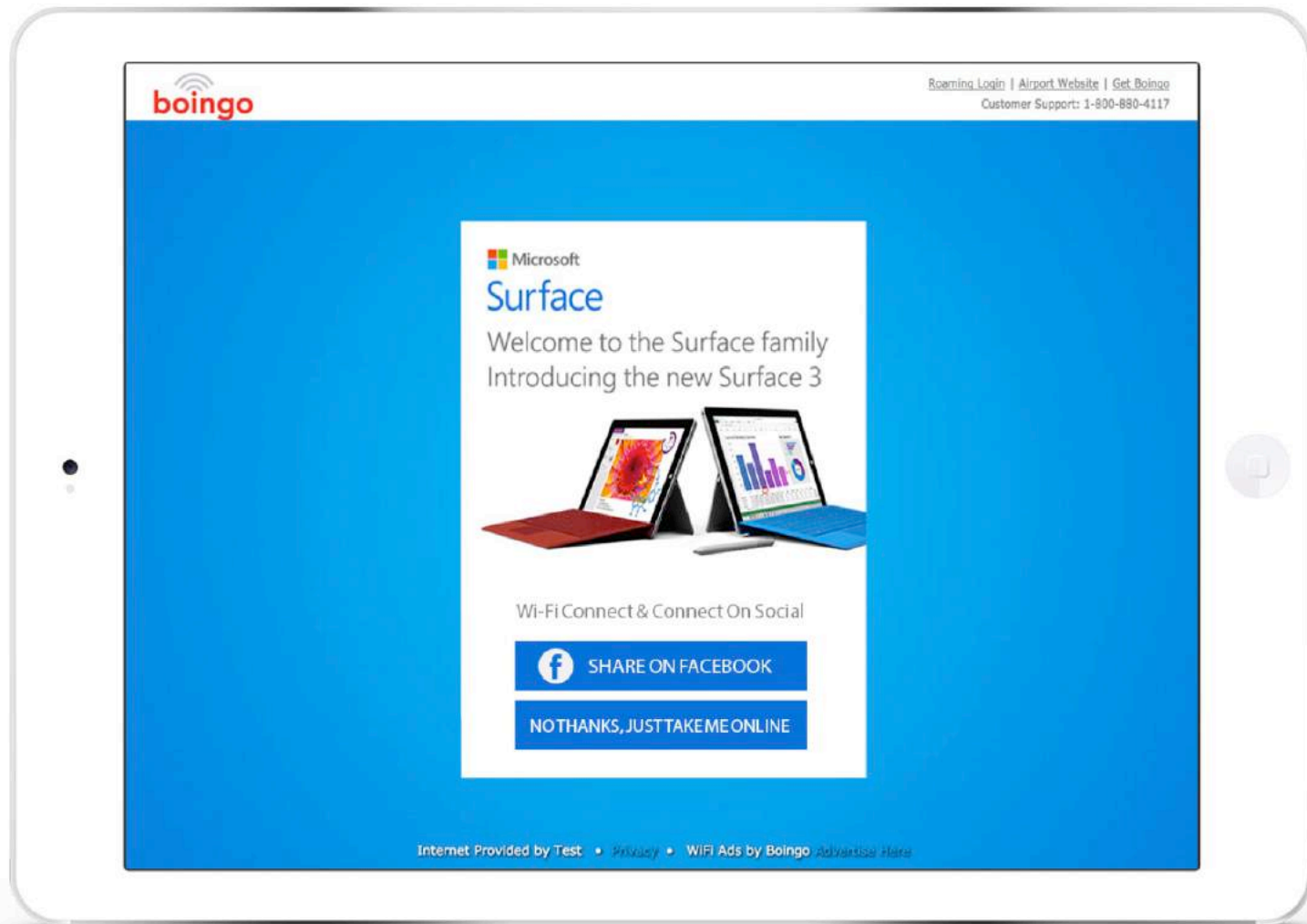
VIDEO





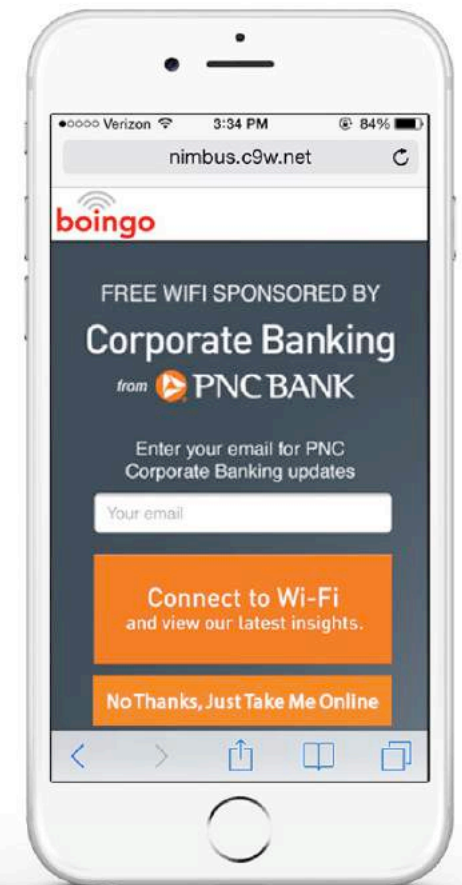
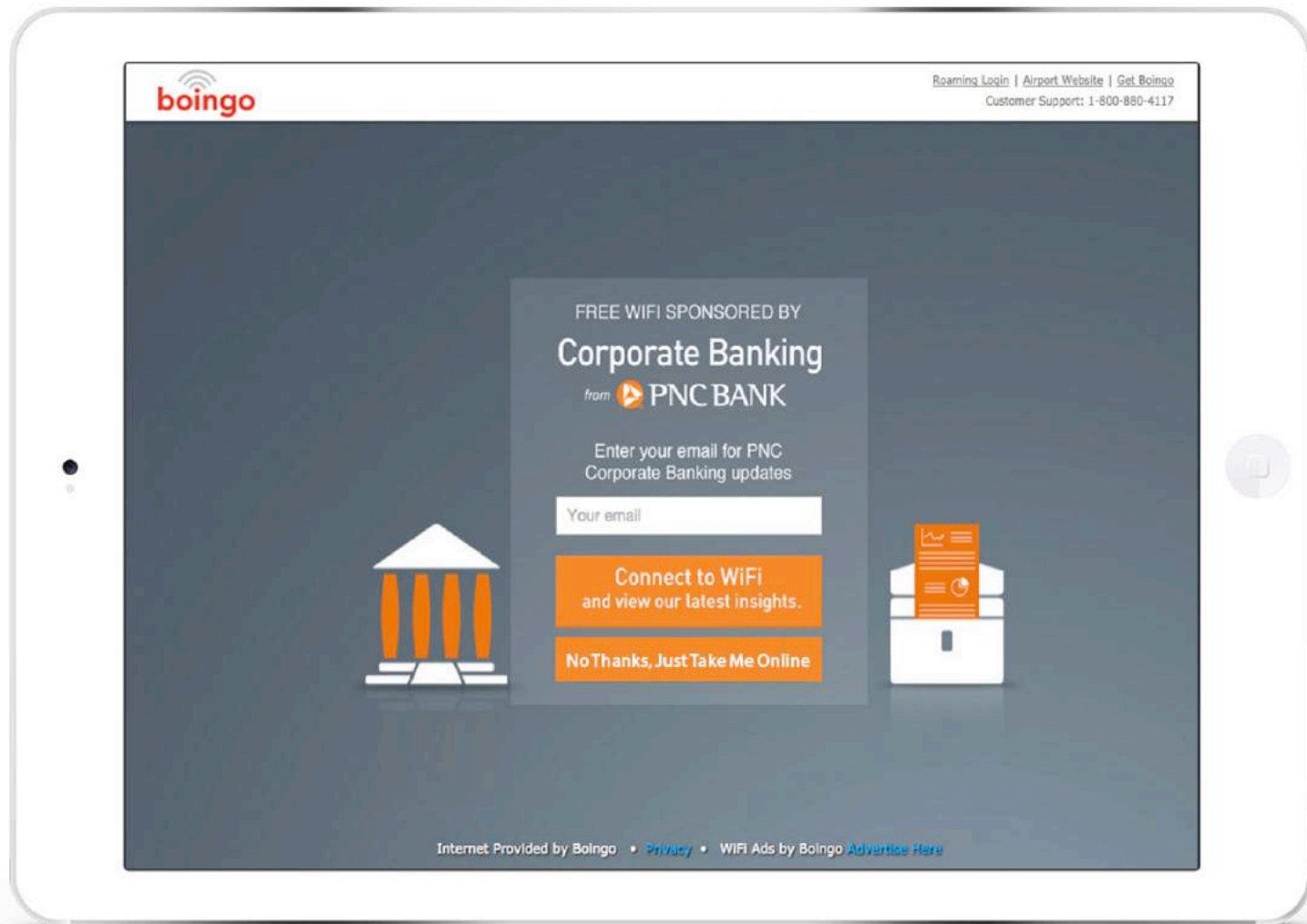
APP DOWNLOAD





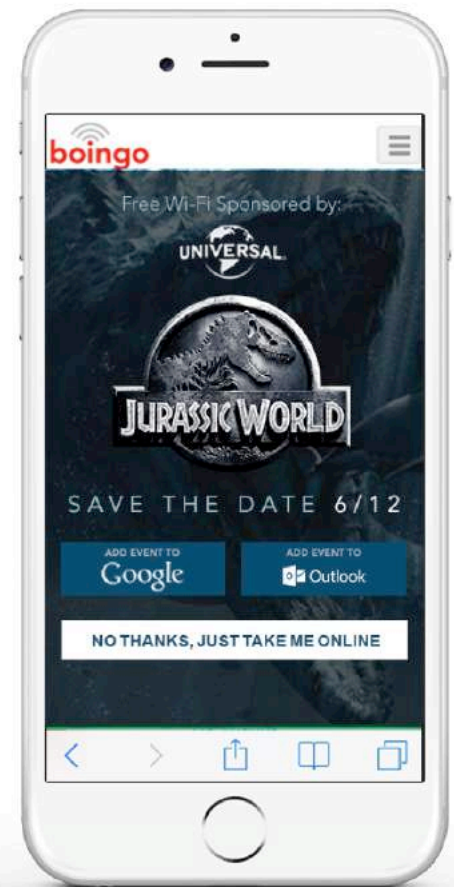
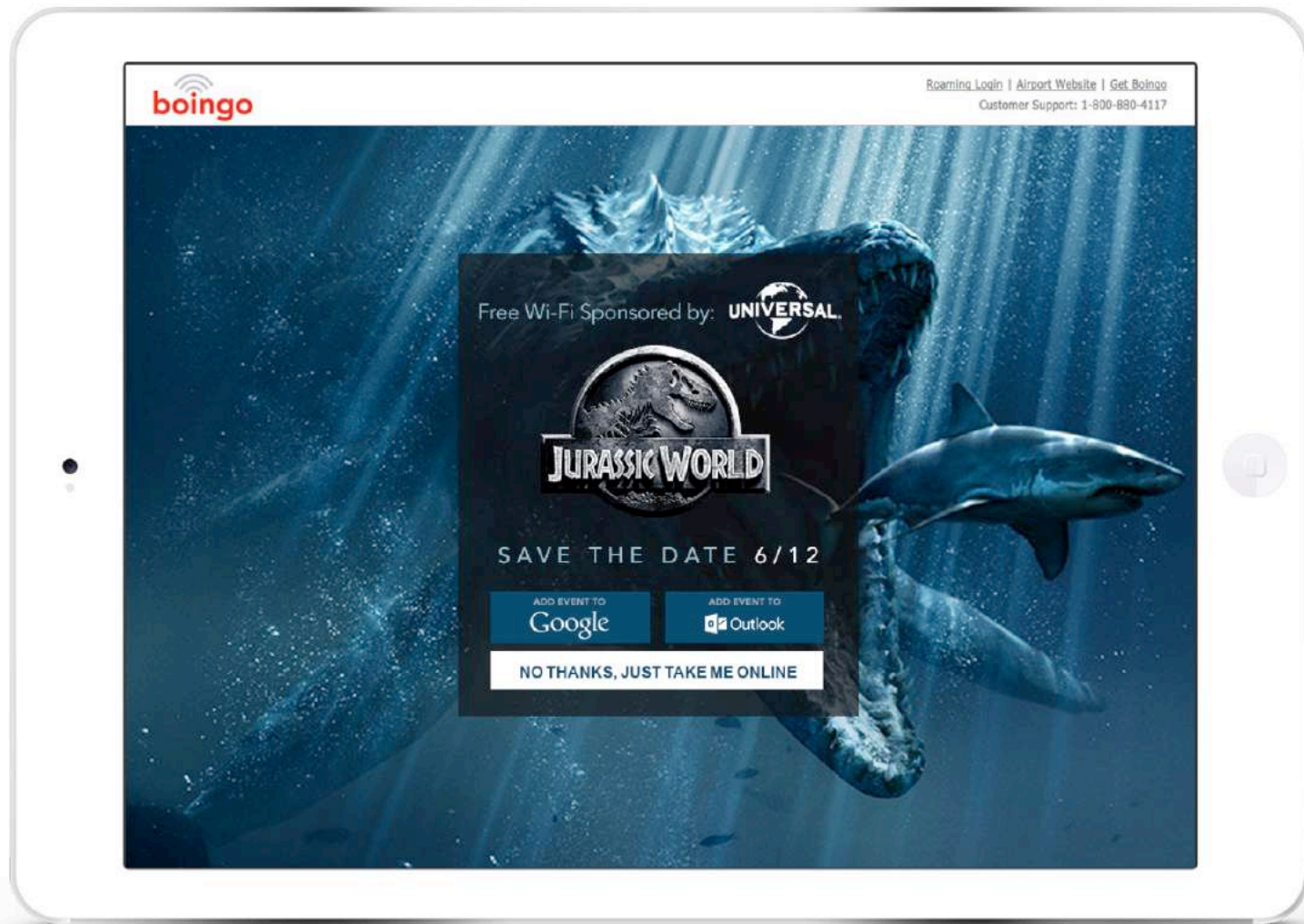
SOCIAL





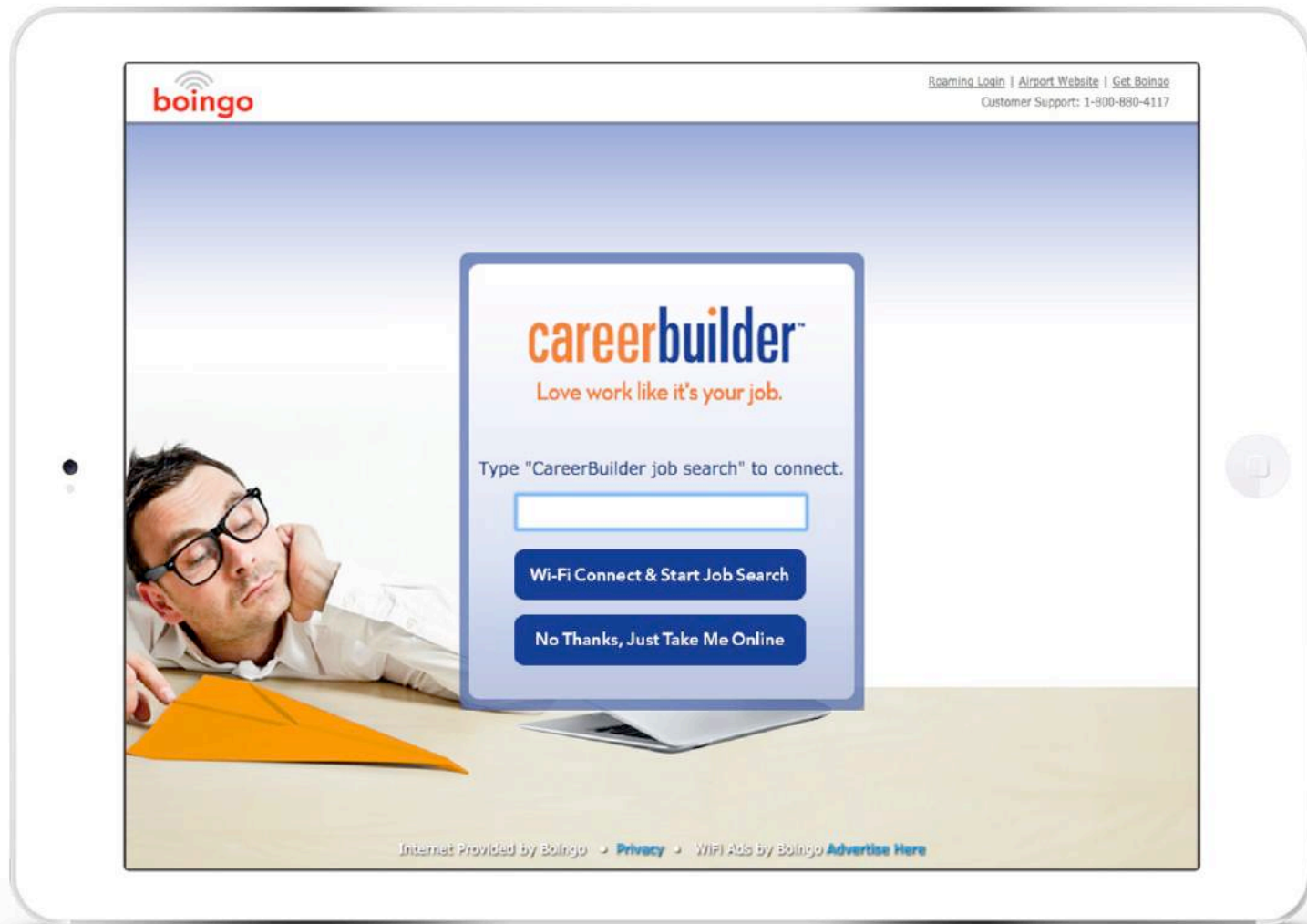
EMAIL





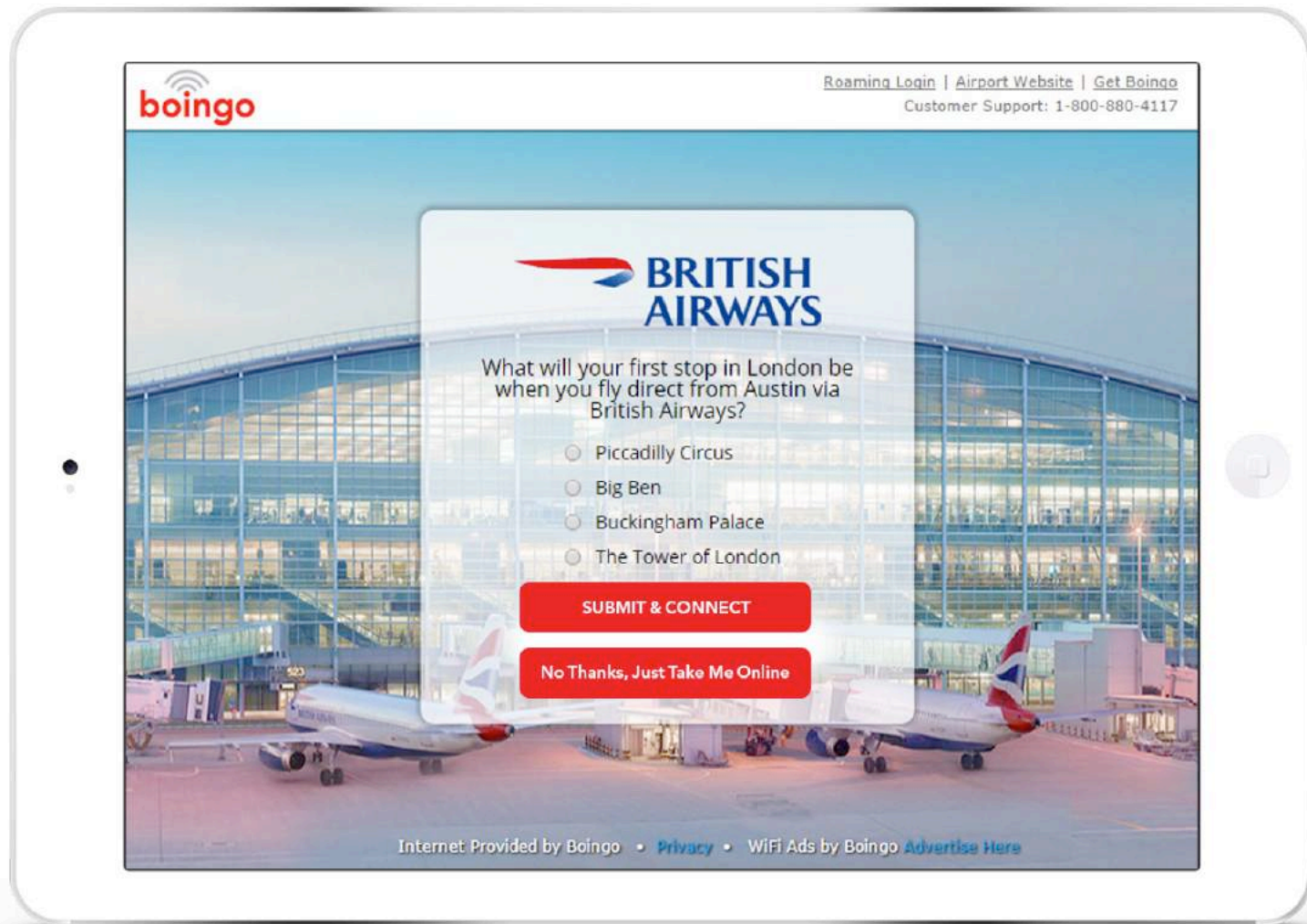
ADD TO CALENDAR





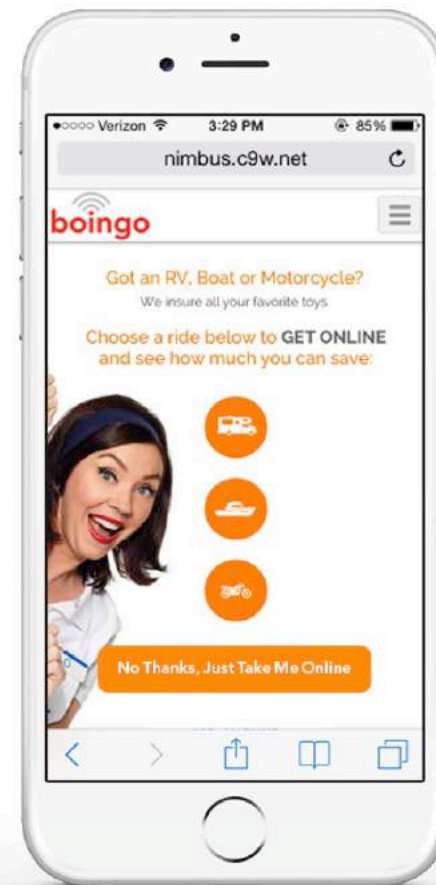
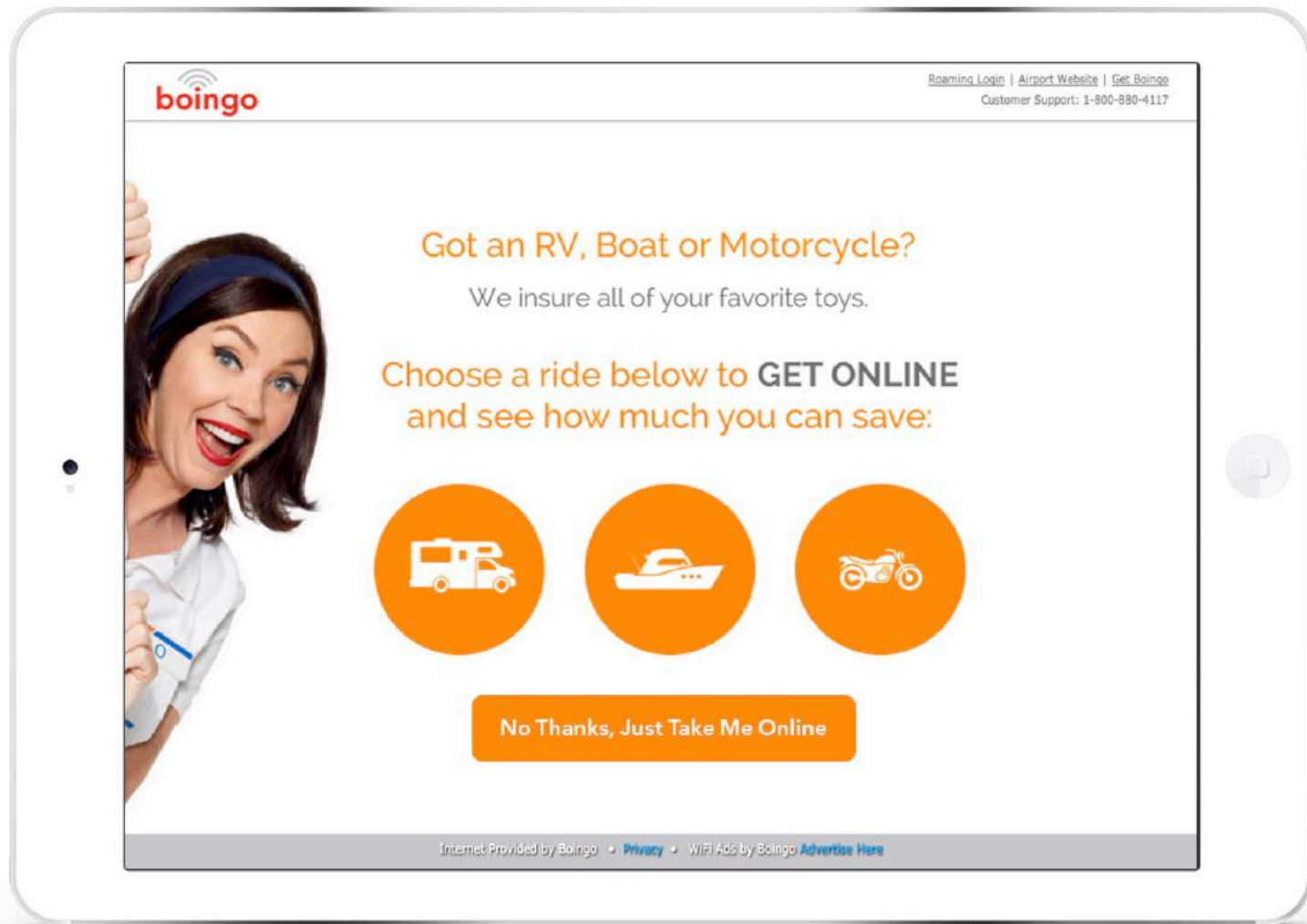
TEXT MATCH





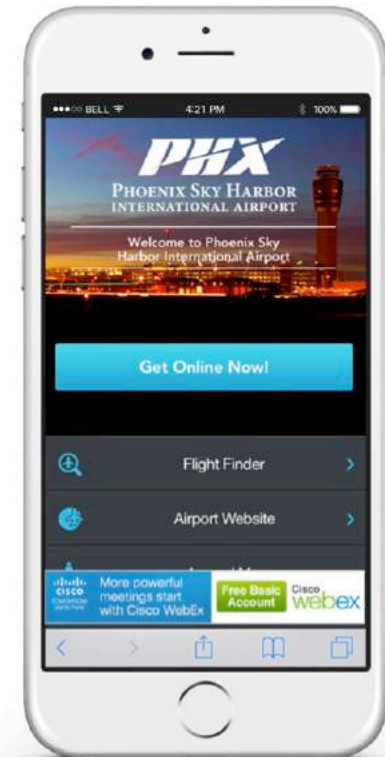
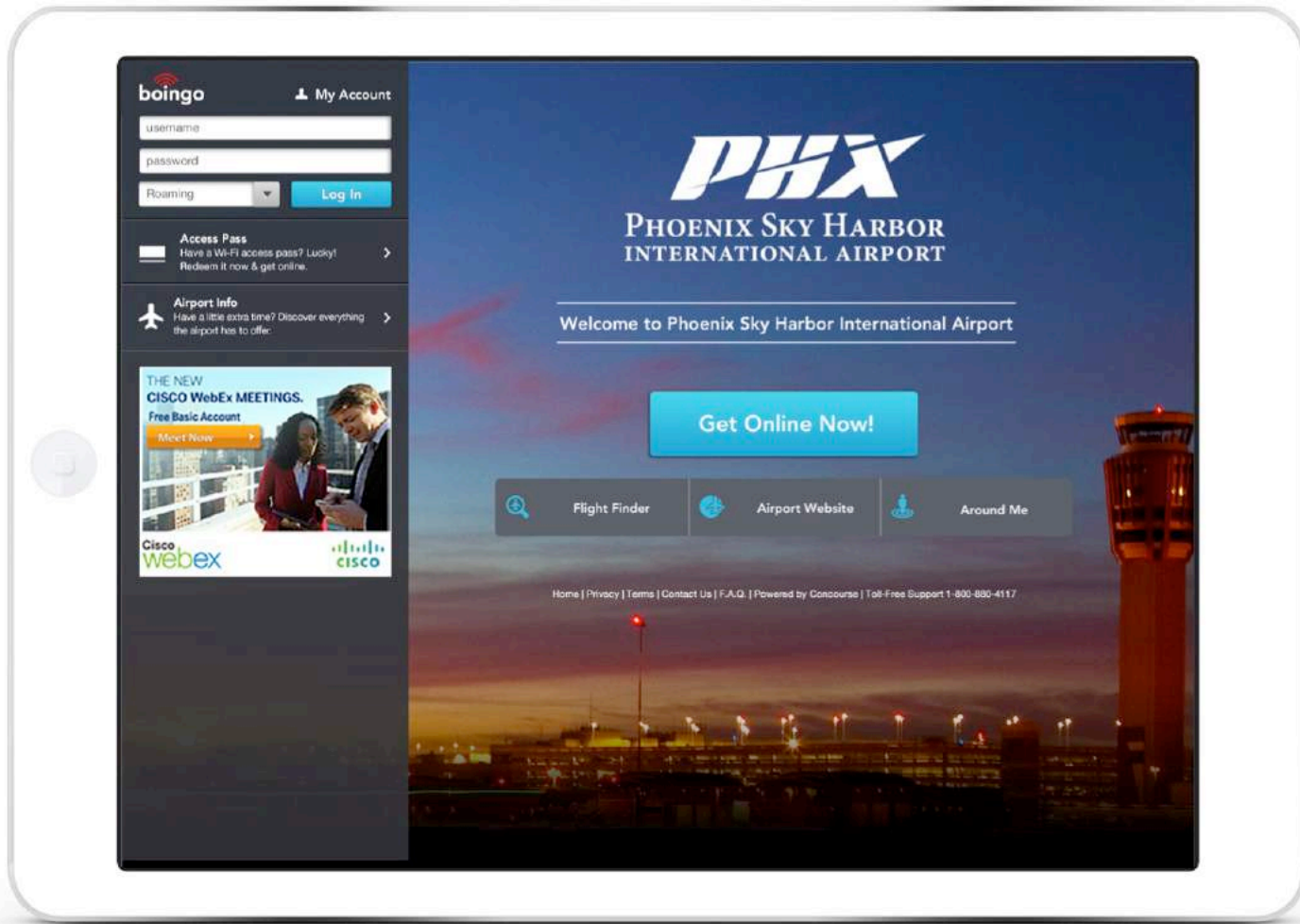
POLL





SHOWCASE





Wi-Fi DISPLAY





SOLUÇÕES DE MÍDIA INOVADORAS

Segmente seu Público-alvo

Segmentação por:

/// TERMINAL

/// HORA DO DIA

/// IDIOMA

/// DEVICE

/// SISTEMA OPERACIONAL





SOLUÇÕES DE MÍDIA INOVADORAS

CAMPANHAS RECENTES



Exemplos de campanhas recentes

DELL: VIDEO



<http://bit.ly/1IuEN3X>

BANCO DO BRASIL: VIDEO



<http://bit.ly/1JTrvP2>

VIVO: CLICK-TO-VISIT



<http://bit.ly/1LT6MvR>

VISA: CLICK-TO VISIT



<http://bit.ly/1V0IBpO>

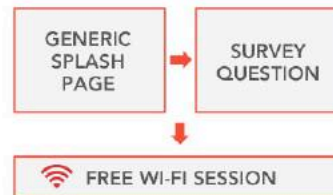
ARE YOU INTERESTED IN LEARNING MORE?

BRAND LIFT STUDY

HOW IT WORKS:

- /// Wi-Fi sponsorship ad served, followed by survey question
- /// 1 question per user
- /// Up to 3 questions rotated per campaign
- /// Control group served question before Wi-Fi connection

CONTROL GROUP



EXPOSED GROUP



CONSIDERATION • BRAND AWARENESS • FAVORABILITY • PURCHASE INTENT

Measure the effectiveness of Boingo Wi-Fi sponsorship campaigns on any of our networks including airports, hotels, city centers and more with a brand lift study.

Track campaign KPIs and metrics including awareness, favorability, ad recall and purchase intent. Results presented in a **user friendly campaign wrap-up report**.





CASE STUDIES





Tourism Australia

Reaching Brazilian travelers in Rio de Janeiro and São Paulo Airports


+16%

Consideration



22k

Email Leads



50%

Average CTR Rate



13%

Video Completion Rate

GOAL

Increase awareness and drive leads for Australia Tourism.

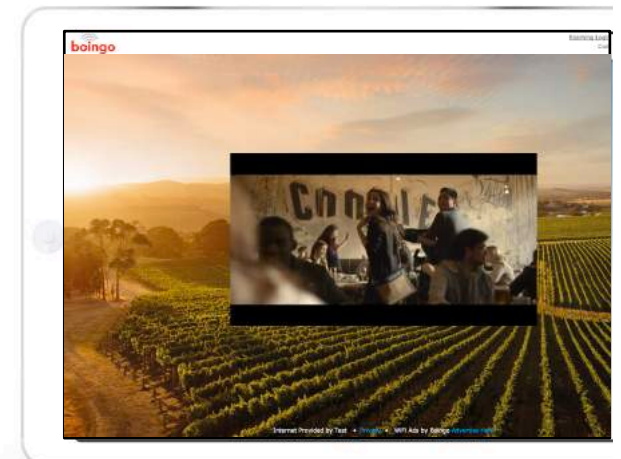
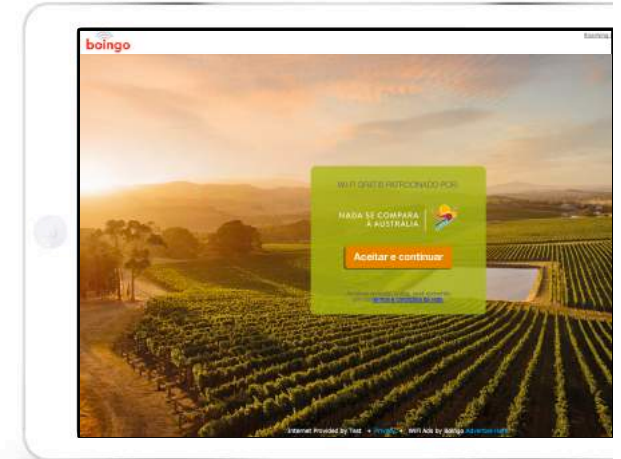
BOINGO SOLUTION

The brand used the Boingo Wi-Fi video sponsorship format to drive awareness and engagement across devices. Language targeting was implemented to reach only Portuguese speakers. A full screen, high-impact 30s video + e-mail capture format was used to communicate the brand message and drive traffic to a custom landing page.

RESULTS

- /// Boingo's unique video and e-mail capture combination format delivered strong engagement and generated over 22,000 e-mail leads.
- /// Consideration for Tourism Australia performed well with a 16% increase seen in the brand study.

VIEW AD: [Demo](#)





Praise, Raves & Results



48.5%

CTR Rate



+26%

Favorability



+56%

Brand Recognition

"We're always looking for innovative and effective new ways to help luxury brands gain brand recognition and decided to run a campaign with Boingo Media for Swiss watchmaker Hublot. Boingo delivered brand lift metrics that exceeded our expectations, showing the campaign increased brand recognition for Hublot as the Official Timekeeper of the 2014 World Cup by more than 50% "

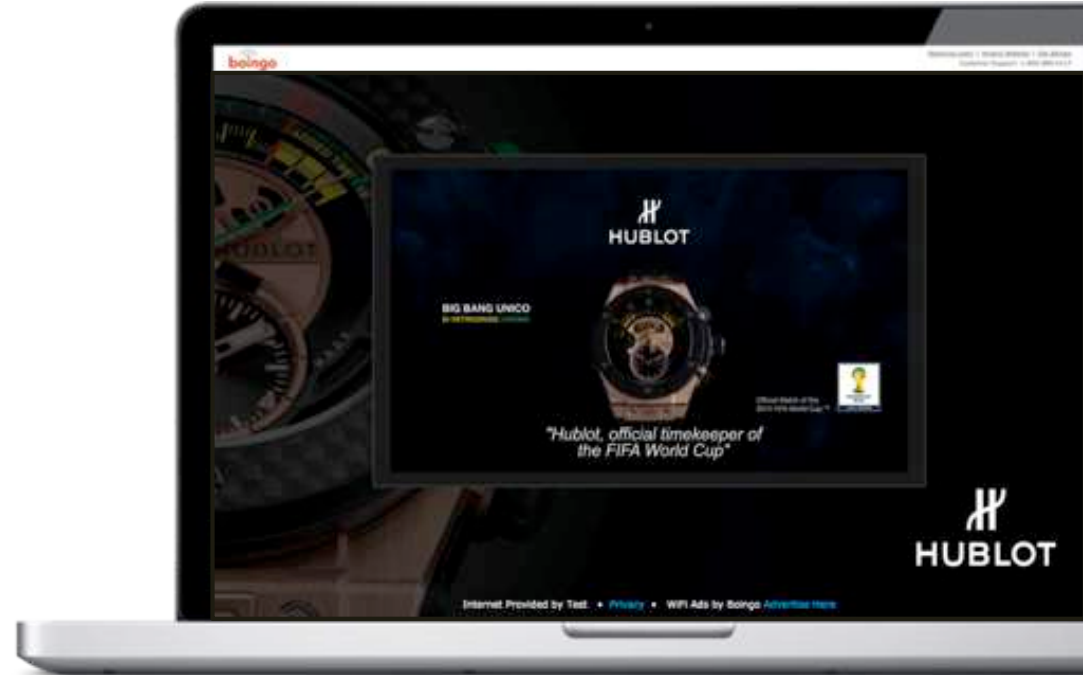
Reyna Mara

Retail Marketing Manager
Ares Distributors

ARES
DISTRIBUTORS, INC.

HUBLOT
GENEVE

VIEW AD: <http://bit.ly/1JXeMfU>




boingo

CONNECT TO WI-FI



CONNECT TO YOUR TARGET



CONNECT TO:

VICTOR NETTO, Sales Manager, Boingo Media

vnetto@boingo.com • +55 11 979510110

