

Flying media



Europe's low fares airline Ryanair is offering its planes as a low cost advertising space for all kinds of brands.

Why it matters

As short as the journey may be, air passengers can easily get bored inside a plane, especially when low cost companies offer little to no entertainment or distractions. This can also mean they can be a very captive audiences to advertise to. Rather than just a selling opportunity can this new media space offer a change for brands to entertain a willing audience?

Two major Portuguese telecommunication companies (Vodafone and TMN) and Licor Beirão (a very popular Portuguese liquor) are some of the companies that are already advertising their brands on Ryanair flights.

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