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The Evaluation of Onboard Advertising as an Outdoor Advertising Media in Turkey

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Abstract

Outdoor advertising is increasing its efficiency in marketing. Marketing experts start using this media more than the past for attracting their target segments. Outdoor as an advertising tool is the fourth most important media in advertising expenditures market in Turkey. It has bigger market share than radio and it comes after digital media advertising in the market. Onboard advertising doesn't give the only common advertising but also sponsorship and promotion opportunities. Onboard advertising is getting more popular in Turkey which has started building its third airport in İstanbul. Turkey and İstanbul is one of the most important growing centers of Europe in air transportation. The direct and indirect flights cause millions of people use İstanbul's airport. These millions who use this transportation vehicle come up against the facilities of onboard advertising. The aim of this paper is to give a detail explanation of onboard advertising and to point out to the advantages of this advertising type. The paper analyze the expansion of outdoor advertising market in Turkey. It examples and concentrates to the advantages of onboard advertising as an alternative growing advertising tool based on the specialists ideas in Turkey.

Keywords: Advertising, Outdoor Advertising, Onboard advertising, Ad Expenditures, Turkey

Introduction

Advertising is crucial for institutions to exist in ever-increasing competitive conditions of nowadays. Intensity of advertisements used for assisting consumers to choose besides making sales of products easy started to become directly in relation with advertisement means used. Companies take advantages of some means while conducting their advertisements. One of these means is outdoor advertising.

Outdoor advertising is an advertisement type which is exposed without making an effort. In order to expose other advertisements, television or radio should be turned or printed media like newspapers or magazines should be bought. For outdoor advertising, there is no such need. Outdoor advertisements literally accompany daily lives of consumers and may always face with them.

Outdoor advertising once made by stretching giant tarps on buildings or painting them shown great improvement in years and became diversified. Outdoor advertising especially in latest years showed a swift improvement with partnership of foreign advertisement agencies at sector. One of the most important advertisement types recently added to swift-diversifying outdoor advertising is onboard advertising. Onboard advertising used in airline travel made aircraft not only a transportation device but also an advertisement means and brought advertiser and passenger together.

Airline transport becoming cheaper and widespread also increased the penetration level of airline transport. As of 2014, world airline fleet has a size of 45 thousand aircrafts. Airline transport has been showing improvement every year in this world having daily 15 thousand aircrafts travelling throughout the world. According to Eurocontrol report, Europe airline transport will grow by 1.2 % in 2014 and 2.7 % in 2015. (Ergin, 2014). City of İstanbul having two airports became the 17th biggest city of the world in terms of airline transportation. İstanbul in which 52 million 105 thousand 96 people have made an air travel from February of 2013 till February of 2014, has increased passenger transportation levels by 12.4 % in last year. This increase made İstanbul as the third fastest-growing city in airline transportation after K. Lumpur and Dubai. Third airport of İstanbul which will be opened in 2018 is going to increase yearly passenger capacity up to 150 million. This airport will make İstanbul one of the most important airline transport centers of Europe. Increasing capacity of airline transportation will contribute to abroad and domestic travels to become widespread. This potential which has been increasing and surely will increase in future, made outdoor advertising during airline transportation essential. Onboard advertising applied on aircrafts became an important advertisement tool thanks to advantages provided by features of aircrafts.

Concept of Advertisement

Marketing science has so far taken advantages of a lot of communication style. Most important of these communication styles is advertisement. Advertisement having an ancient history plays important roles in achieving marketing aims and solving problems encountered. Therefore, it is possible to say that advertisement has a quite functional structure in today which lead by open market conditions.

In Updated Turkish Dictionary of Turkish Language Society, advertisement is defined as all kind of means tried for introducing, recommending something to people and thus providing circulation of it. Concept of advertisement developed in time because of alterations in both media and communication technologies and its definition and context is constantly being updated.

Albert Lasker considered as guru of modern advertising defined advertisement as some kind of printed salesmanship having commitments. (Arens, 2002: 7). Richards and Curran described advertisement as “Cave art of 20. Century” (Richards and Curran, 2002: 64)

According to American Marketing Association (AMA), advertisement has previously been defined as impersonal presentation form in which ideas, goods or services are introduced for a certain fee. Nowadays, it has been extended as emplacement of convincing messages and announcements of companies, non-profit organizations, public institutions and individuals willing to inform individuals or audience of a certain target market about products, services, organizations or ideas by buying place or time from mass communication devices (Gürel and Bakır, 2007: 44).

Institute of Advertisement Applicators defined concept of advertisement as presentation of product or service to accurate customer with most impressive and convincing sales suggestion providing that lowest expenditure by emphasizing importance of cost and message efficiency of advertisement (Güz et al. 2002: 291).

According to Elden and Kocabaş, advertising is a marketing activity conducted by certain organization, company, individual or institution for drawing attention of certain mass and moving them in an impersonal way through communication devices by paying the price of message about a product, service or an idea (Elden and Kocabaş, 2004: 16)

While expressing his opinions about advertising, famous American copywriter Luke Sullivan stated that advertisement is the mutated form of capitalism. He also advocated that it is one of the most important gears of giant economy wheel. According to Sullivan, most of the beers taste nearly the same and it is obvious that even an expert could not perceive the difference between them after the second glass, it is not beer what consumers drink and it is advertising. At this point, advertisement became the brand (Sullivan, 2002: 33).

Kotler described advertising by referring the mix called as 5M in literature. Those are (2000: 153):

- **Mission:** What is the purpose of advertising campaign? Is it applied for informing, convincing, reminding and creating awareness, interest, desire or action?
- **Message:** Target market of brand is formed with previously-made decisions on it. It is important to present value suggestion in a creative way.
- **Media:** It is essential to give same, consistent message on entire media channels. However, contents vary according to media used.
- **Money:** Decision of spending Money should be made carefully. If the Money spent for advertising is low, advertisement would not draw attention and turn to dust. Companies should decide number of people they want to reach in target market, how frequent they want to reach them and which media type they will use.
- **Measurement:** Increase in brand preference ratio after advertising campaigns should be measured. However, companies have been measuring reminding or recognition rates rather than brand preference ratios.

Although advertising is an important factor for building a strong brand most of the time, it is never enough by itself. Creating a strong brand requires a long process ranging from R&D phase, production to after sales services.

Historical Development of Advertising

Communication devices have been constantly changing and developing thanks to influence of improving technology. Correspondingly, advertising industry has also been constantly making progress. In this part of the study, improvement of advertising in the world and Turkey will be examined.

It is possible to say that, advertising has started before Christ. Papyrus plant in 3000 B.C. promising a reward for the one who captured the prisoner escaped from Egypt, prices and features of prisoners written on walls, gladiator fights engraved onto stones along the road of Rome and Greek cities, announcements of goods and circuses, same scripts in Egypt engraved onto stones along the road at intervals may be shown as first examples of advertising. Referring the point reached by advertising industry today, origin of advertising defined in nowadays conditions dates back the invention of printery in Middle Age Europe. Written, sketched and pictured posters becoming widespread after invention of printery, using these posters on market places and downtowns may be shown as first commercial examples of advertising (Elden and Kocabaş, 2004: 17).

Gaining importance and industrialization of advertising throughout the world have started with industrial revolution. Along with industrial revolution started in the middle of 1700's in England and in 1800's in United States, mass production has become widespread and immigrations from rural to cities have started. Besides, transportation became easier by means of industrial revolution. Thanks to improvement of transportation opportunities, producers started to transport their products to more distant regions by using especially railroads. As a result of that, target market expanded and number of people to be reached has increased (Arens, 2002: 29).

Advertising in printed media first started in 1704 with a real estate agency ad on Boston Newsletter published in United States. (Akbulut and Balkaş, 2006: 24). After the invention of photograph in 1839, visuals have started to be used in advertisements. As of 1840, number of producers giving advertisements on newspapers and magazines about their products has increased (Arens, 2002: 30).

Invention of mass communication devices after industrial revolution added a whole different dimension into advertising. After the invention of radio in the beginning of 1900's founding of first commercial radio in 1920 lead radio to be used for advertisement purposes. Thus, radio means have contributed to development of advertising industry after printed media.

First steps of advertising in Turkey have been taken in the beginning of 1900's. Organization named "İlancılık" founded in 1909 was the first organization in Turkey having the features of an advertising agency. This organization could not have completed its works because of wars and crises encountered. Organization couldn't make efficient works until 1919.

In 1915's, advertising has experienced a period of recession after the negative effects of I. World War into economy. This recession period continued until proclamation of republic. Advertising started to develop again after proclamation of republic. In 1936, newspaper circulations have reached up to 150 thousand and 300 thousand liras of commercial and 200 thousand liras of official ads have been placed yearly. In this era, newspapers have earned an advertisement revenue of 3 thousand liras in average as a monthly basis (Çakır, 1996:253).

Development of advertising sector in Turkey happened on 1950's. İlancılık Advertisement Agency has continued its existence until 1950's. "Faal Reklam Ajansı" founded in 1944 passed into history as the biggest advertisement agency of Turkey which also known as Manajans today (Çetinkaya, 1992: 43).

Years passed by stationary under the influences of 1920 great depression and II. World War have slowed down the development of advertising industry in Turkey. Television and radio broadcasts under the government monopoly also caused advertising industry to progress slowly until 1980's. Changing the social state understanding of Turkey into neo-liberal economic system especially after 1980 has had positive contributions into advertising industry. Adopting economic policies promoting consumer society especially after 1980 has contributed the growth of advertising industry of Turkey.

After the end of Cold War occurred in 1990's and speed-up of globalization, United States based advertisement agencies have created advertisement networks by merging with local corporations and became advertisement giants. (Arens, 2002: 35). Private capital radio and television channels starting their broadcast in that era contributed to enhancement of means in media and helped advertising sector to grow. Advertisement expenditures which were 20 billion TL in 1981 reached up to 150 billion TL in 1986

(Çakır,1996:255). While an advertisement expenditure of gross 620 billion TL have spent in 1989, this amount have reached to an endorsement of 1, 3 trillion TL in 1990. This represents a growth of 32, 8 % and is the biggest growth ratio of sector achieved in the last decade (Yavuz,2006:171). While advertisement expenditures in Turkey increased up to 700 million dollars in 1995, it has increased to 1.430 billion dollars in 2000 (Advertisers Association, 2014).

Table 1. Advertisement Expenditures of Turkey (2000-2010) (Sözeri and Güney,2011:40)

Year	Advertisement Market (Mio USD)
2000	1.430
2001	761
2002	957
2003	1.178
2004	1.287
2005	1.676
2006	1.926
2007	2.541
2008	2.507
2009	1.789
2010	2.408

Turkey is ranked as the 22nd in advertisement expenditures per capita ratios, according to data of 2013. Turkey spending 43 dollars per capita for advertisements in 2013 is ahead of Mexico and China in ranking. While Switzerland is the number one country spending for advertisement with 734 dollars per capita, Australia with 556 dollars per capita, and USA with 529 dollars per capita follow it. (MediaCat,2014:22).

Outdoor Advertising

Advertisement means covering the ads performed in outdoor places rather than indoor places are defined as outdoor advertising. One of the oldest means of advertising, outdoor advertisements are the advertisements to which consumers are exposed without making any effort or struggle.

Today, outdoor advertisements constitute an important part of advertising industry and have been growing day by day. Outdoor advertisements, as are evident from the name, are means involving stationary or mobile creative advertisement messages which are utilized in places other than indoor places like subway stations, traffic, malls, road and streets that are used by people densely throughout the day. Stationary means are poster-bulletin boards, banners, bus stops, side ads, electronic boards, billboards etc. Mobile means are; flags attached behind the planes, vehicle wrappings, advertisement balloons, cab-top mascots, cardboard characters etc. Outdoor advertisement are produced with materials like metal, plastic, foil, paper, paint, canvas and reproduced with offset, serigraphic and digital prints.

Outdoor advertising most preferred means by companies after the television advertisements is one of the most consumer-influencing means besides it is a means that can reach consumers in quickest and fastest way. Consumers are exposed to these places in every hour of the day and every time they are in outdoor areas. One of the most important features of these means is the idea of advertisement. The idea to be used should be creative, remarkable, understandable and recollective. Design of advertisement should be made in a way that almost everyone can understand without making any level, class, coterie discrimination. Because outdoor advertising consumers are not exposed to these places for long time periods. While consumer has no chance to avoid these places, the time they see the ad could be limited. (<http://acikhava.reklam.com.tr/yazilar/acikhava-reklam-ortamlarinin-ozellikleri/205/#ixzz1TC1VIJAY> , 02.06.2014)

Considering direct contact of outdoor advertisements between consumer and their features that they cannot be overlooked, they should be used by supporting good ideas and feeding different and brand new applications. Outdoor advertisements have much more influence on consumer than everybody think. Therefore, advertisers have to represent new products and means alternative to previous ones by constantly using their creativity and chasing innovations. As a mass communication device, purpose of outdoor advertising is nothing but efficient and lasting transmission of message desired to be transmitted through means to target audience (Yıldız, 2006).

Outdoor advertisements which have started to be used in United States in 1830's begun to become widespread in barely 1980's through billboard advertisements. Although United States started to use outdoor advertising nearly 200 years ago, it is a quite new advertisement means for our country. However, it has been growing every passing day.

Increasing time of individuals spent in outdoor areas in modern city lives may be shown as the underlying reason of this kind of sectoral growth of outdoor advertising. Individuals who have to left their home and travel from some place to other place for various reasons spent important part of their daily lives except sleeping in outdoor areas. People increasing their mobile lives, going out more and spending more time outside their homes brought outdoor advertising in prominence. People going home, job or different places face with outdoor advertising types all time they are out and face with message given with these advertisements.

Types of Outdoor Advertising

History of outdoor advertising dates back the very old times. Therefore, it has been divided into various types by showing progress in time. Technically, rapidly-increasing opportunities and efforts of outdoor advertisements in being effective and more remarkable brought along a lot of outdoor application. Major methods and means used for outdoor advertising are as follows:

Billboards: Mostly used outdoor advertising application. Mediums providing the transmission of advertisement messages to target audience through billboards in certain sizes (Avşar and Elden, 2005: 61).

Posters: Outdoor advertising applications having design and art concerns in equal weights. Posters may be hanged both in indoor and outdoor environment. Posters have three types as advertisement posters introducing a products or service, cultural posters introducing cultural events like festivals, seminars etc. and social posters having educational or cautionary features in health, transportation or civil defense. Techniques like photographs, illustrations, collages and computer visuals are used for posters (Eroğlu, 2001: 59).

Placards and Showcards: They are smaller in comparison to posters. Include short messages or slogans. Outdoor advertising materials printed on cloth or hardened nylon which announce opening of places.

Lightened Announcements: Lightened announcements are consisted of lightening of boards having advertisement messages on them. They are advantageous in providing visibility especially at night time. They are especially designed for drawing attention of consumers. Besides they make great contribution to aesthetic of advertisement. This technique which has started to be used as of 1990's, is a more expensive advertisement means. Nowadays, it is possible to see that kind of advertisement applications in entrances of malls located in- and outside of city (Eroğlu, 2001: 60).

Mega Boards: Outdoor advertising means which are usually located across highways or places close to big shopping centers.

Wall and Roof Advertising (On-Wall Advertising): Outdoor advertising applications which are applied outdoor areas or roofs of buildings like apartments or business centers. They are usually applied with painting method. In recent years, some 3D applications are also placed. .

Station Advertisements: Outdoor advertisements used in station and bus stops where people wait for public transportation vehicles like buses, subway, trains. Main purpose is enabling consumers waiting for public transports to expose to advertisements and drawing their attention.

Surface Graphs Used in Indoor and Outdoor Areas: Surface advertisements are applications like shopping carts, shelf advertisements, grocery sliders, illuminated and un-illuminated boards in market, foils making noise when pushed. They are being used in places like shopping centers, subway stations and malls

Glass Graphs: Dressing type advertisements applied on glass surfaces of buildings by means of a special foil. First glass graph application in Turkey has been made on glass surface of Milliyet Newspaper building in 1996.

Home Board: Applications made with posters and boards hanged in indoor areas of home and offices. Purpose is to catch target audience in place where they spend their time (Avşar and Elden, 2005: 62).

Current Situation of Outdoor Advertising in Turkey

According to research made by COG assigned by England-based Outdoor Media Centre, awareness of people is higher in outdoor places in comparison with indoor places. Since higher awareness plays an important role for perception and reminding of advertisements, these results set proof for efficiency of outdoor advertisements. According to results of conducted research, 7 out of 10 people remind the advertisement they see in outdoor places. People seeing outdoor advertisements react more than people who didn't see them. According to results of research again, 2 out of 3 people seeing outdoor advertisements made research on internet and 1 out of 3 people bought what they see in outdoor advertisements. Besides, social media usages of people seeing outdoor advertisements are higher. (<http://www.ared.org.tr/index.php?Sayfa=AnaSayfa&HaberDetay=514>).

According to Kantar Media research conducted in USA, advertising sector of United States grown by 0.9 % in 2013. Last year, digital outdoor advertising corresponding to industrial advertisement products in our country grown by %13 and outdoor advertising grown by 4.4 %. According to research measuring contact of consumers with digital outdoor advertisements conducted by PQ Media in 15 countries between 2007-2013, contact with digital outdoor advertisements would continue to grow with an annual compound growth of 8, 6 % until 2017, while outdoor advertisements will increase this level up to 4,1 % . (<http://www.ared.org.tr/index.php?Sayfa=AnaSayfa&HaberDetay=514>).

In 2013 advertisement investment report prepared with data of media agencies being member of Advertisers Association, advertisement investments in Turkey reached to 5.08 billion TL by showing an increase of 9.2% in 2013 and 6, 85 % of these investments have been made in outdoor advertising. According to report, investments made in outdoor advertising is 347 million 900 thousand TL (164.430.000 \$).

Considering progress of outdoor advertising investments, only 57 million TL of investment has been made in 2000, while this amount reached to 328 million TL in 2012 and approximately 348 million TL in 2013.

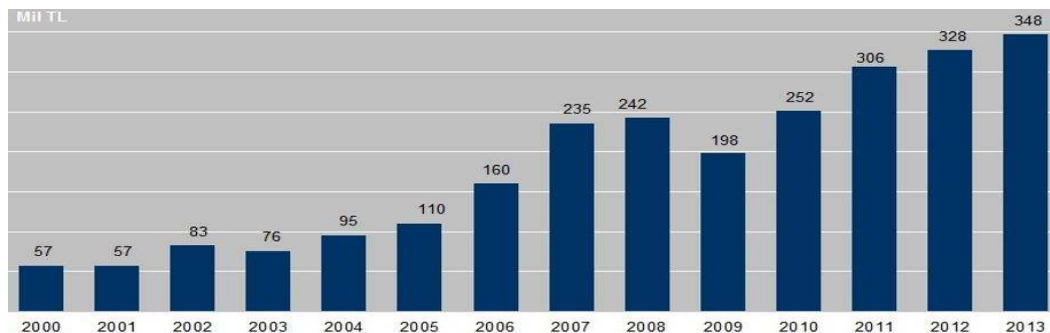


Fig 1. Outdoor Advertising Investments in Turkey

Biggest growth in outdoor advertising investments in Turkey has been observed in 2007. Global economic crisis occurred in 2008 and 2009 have affected advertising sector just like every other sector and growth level has been measured as negative in comparison with previous year.



Fig 2. Progress of Advertisement and Outdoor Advertising Expenditures and Ratio in Comparison with Previous Year (Source: Advertisers Association)

Considering the share of outdoor advertising in total advertisement expenditures, it has been observed that outdoor advertisement having a share of 5,2 % in 2004 increased its share up to 7,1% in 2012 and decreased it to 6,85% in 2013.

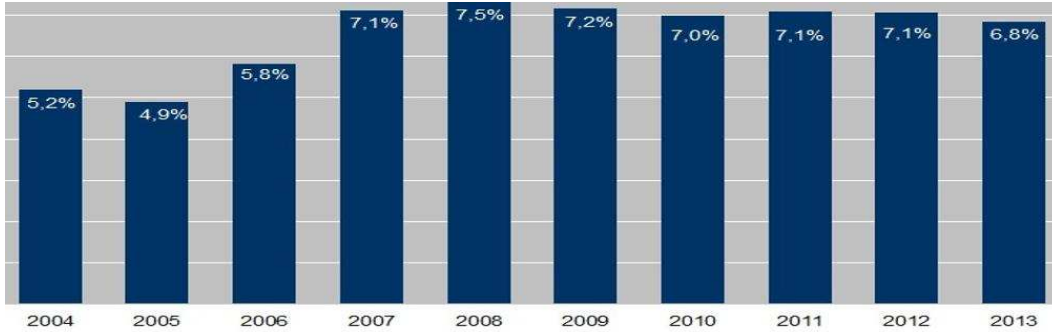


Fig 3. Share of Outdoor Advertising in Total Advertisement Expenditures 2004-2013 (%)

Outdoor advertising in Turkey shown a serious growth from 2005 till 2013. According to ZenithOptimedia’s global advertisement expenditures report, share of outdoor advertising expenditures which were 6, 6% throughout the world in 2005 increased to 6, 9 % in 2013. In Turkey, this amount has increased from 4, 9% to 6, 8 % in same period and became a share equal to the world’s.

Table 2. Outdoor Advertising Expenditures in the World and Turkey (Mediacat,2014:8).

Year	World (%)	Turkey
2005	6,6	4,9
2013	6,9	6,8

Onboard Advertising as a Type of Outdoor Advertising

Onboard advertising includes advertisement activities applied in aircrafts transporting passengers. Onboard advertising which uses aircrafts and inside of them as an advertisement medium may be considered as outdoor advertising type providing advantages for brands willing to transmit messages during airline transports about their products and services.

Onboard Advertising and Advantages

There are a lot of reasons for advertisers to prefer onboard advertising which is an ideal medium for companies willing to transmit messages to target audience of high socio-economic status preferring airline transportation. Most important feature of this medium making it advantageous is its ability to offer entire advertisement types which can be offered by television, magazine and even radio mediums. Sniperchannel making onboard advertising applications summarizes advantages of this medium in four basic headings (Sniperchannel,2014):

- Easily reaching to target audience
- Establishing faster connection with target audience
- Transmitting the message correctly
- 100% measurability and remembrance
- Opportunity to offer more advantageous budget in comparison with other mediums

One of the two organizations actively working about onboard advertising in Turkey Sniperchannel expresses advantages of these advertisement type as follows Şakir,2013):

“A and B class target audience fastened to their chairs tightly and away from daily routine are waiting for you in aircraft with an open mind. They will spend more than 1 hour in aircraft even for a flight of 45 minutes. Considering this time period, you may realize that onboard advertising areas have very long communication time periods and thus, they are the most accurate mediums for transmitting the message correctly”.

Biggest advantage of onboard advertising comes from the diversity it harbors. Therefore, it is positioned differently from other indoor and outdoor mediums. Transmitting the message to target audience travelling

in aircraft becomes easier because there are advertisement areas within aircraft suitable for every budget and perception. Target audience stays in aircraft for one hour minimum and sees the onboard advertisement objects within the aircraft even if they don't want to see. Target audience not having much alternatives inside the aircraft accordingly establish a direct communication with LCD displays, insert magazines, promotions distributed by flight crew and similar advertisement means inside the aircraft.

Considering onboard advertising which is an advertisement means having high visual quality addressing directly to target audience and having the ability to give desired message in various forms, advantages of it in terms of marketing communication may be summarized as follows:

Table 3. Advantages of Onboard Advertising

Features of Target Audience
Prisoner Audience
Comprehensive Marketing Opportunity
Flexible Marketing
Measurable Medium
Opportunity to offer multiple advertisement formats
Experimental Advertising
Low competitions – alternative free ad
Multiple presentation advantage
Cross Marketing
The best competitor of new media

Features of Target Audience: One of the most important advantages of advertisement applications shown during airline travels is socio-economic status of target audience travelling through aircrafts. Individuals preferring air transport which is more expensive than other transportation forms have higher economic status. This may be defined as a target audience “having more money to spend” for brands willing to sell their products and services. Passengers of airline travels especially travelling in business class confront us as a niche target. Business class passengers buying two sometimes three times more expensive tickets than people travelling economy or standard classes of airline transport which is also more expensive transportation means than land transport, have higher economic status. In terms of especially expensive and niche products, target airline passengers travelling in business class may be very effective to transmit desired message.

Prisoner Audience: Airline travel is a moment when freedom of people is limited. It is not possible to miss any on board advertisement application for passengers who have no connection with daily life during the flight. Reaching target audience being prisoners limited with seats or aircraft is easier than reaching them in streets or another place by using other mediums.

Comprehensive Marketing Opportunity: Advertisements, promotions and sponsorship activities applied within the concept of onboard advertising may be offered in a comprehensive way. Flight crew promoting an advertisement of a product which is already placed in waiting room may be shown as an example of this comprehensiveness.

Flexible Marketing: Medium provides important advantages in terms of regional marketing. Desired target audience may be reached by adjusting geographical segmentation according to place of airline travel. Airline travels made in national and international places enable brands willing to advert local, national and global to choose target audience according to geographical regions. Advertiser may conduct flexible planning by using this feature of medium according to its product. This feature of medium may also provide contribution not only to local products but also to global brands. A hotel advertising on main stream media and addressing everyone may directly reach target audience travelling that geographical region by means of onboard advertising.

Measurable Medium: Onboard advertising has the advantage of giving specific information about the number of people travelling and how many people did the advertisement reach. Thanks to these information, advertisement agencies and advertisers may calculate per capita cost of their campaigns easier. Having demographical information of passengers also is an advantage for measuring this advertisement type in

comparison with other mediums. For instance, Onur Air stated that they carried 600 thousand passengers per month in 2013 and 7 million passengers in average.

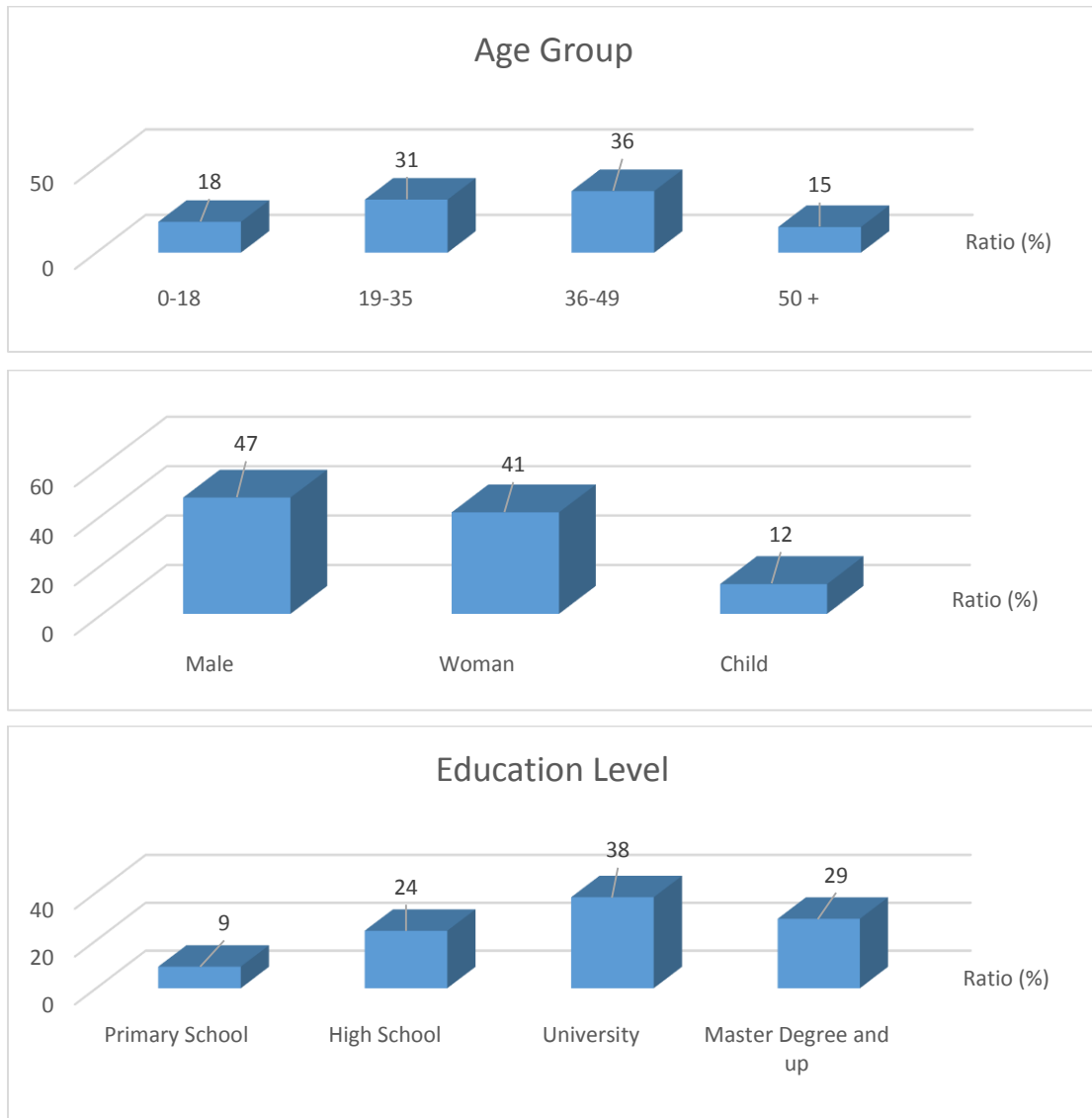


Fig 4. Demographic Status of Onur Air Passengers (Onur Air , 2014)

Offering Multiple Advertisement Format at the Same Time: In comparison with other outdoor applications, onboard advertising provides opportunity to reach target audience with more advertisement formats. Medium offering to utilize all kind of means of traditional media simultaneously, is also one of the richest mediums in terms of advertisement format diversity. Aircraft is an ideal tool for commercial films shown on LCD displays, leaflet distribution and product promotion. It offers both visual, auditory and experimental marketing opportunities.

Experimental Advertising: Medium enabling target audience to try the product by means of on-board promotional distribution of product also provides advantages in experimental marketing. Experimental marketing which is an important advantage for especially cosmetics and food products enables target audience to establish one-to-one interaction with product.

Low Competition – Unrivalled Ad: Individual travelling inside the aircraft becomes distant from millions of advertisement messages encountered throughout the world. Passengers who have to follow the aircraft and related rules may only see the advertisement messages located inside the aircraft. This provides onboard advertising to be a monopoly on target audience during the flight. Brand having onboard advertisements only

compete with other onboard advertisements. While individual on street sees tens of advertisement simultaneously, passengers may only see onboard advertisements. Since there is no other advertisement medium like radio and television, passenger would only see the onboard advertisement. While this feature of aircraft medium passivates advertisements of radio, television and cinema mediums, it also enables outdoor advertising to be applied only with onboard advertising.

Cross Marketing: Another advantage of onboard advertising is its cross marketing opportunity. A discount coupon given inside the airplane may lead the passenger to choose mentioned brand after arrival.

The Best competitor of New Media: Internet challenging the traditional media and affecting communication activities has not yet shown its force only in aircrafts throughout the world. Airline companies provide internet connection service in their high-segment planes for flights over ten hours, but do not provide this service for their short- and medium-term flights. For long flights providing internet service, this service is only provided for passengers bought business or Premium class tickets and on a couple of certain airplane models. Passengers are not allowed to use individual internet service. Airplanes provide most advanced-technology travel of the world, on the other hand it prevents the internet, the most rapidly-growing technology of the world. Internet having the ability to provide alternatives for all kind of activities of traditional marketing is up against the wall when it comes to onboard advertising and could not be an alternative for this advertisement type. When considered from this point of view, onboard advertising becomes more active than every other medium.

Onboard Advertising Applications

Onboard advertising applications started to develop recently in Turkey, they mostly used by advertisement agency of Onur Air, Onur İletişim and outdoor agency named Snipperchannel entered into sector in 2013. Media and Human Relations Department of Onur İletişim Media owned by Onur Air evaluates demands of companies willing to have advertisement or sponsorships from Onur Air. (<http://www.onuriletisim.com/hakkimizda.asp> Access Date: 11.06.2014). Company takes advertisements on Onur Air airplanes and maintains onboard advertising under the corporate roof of Onur Air. Applications and examples about this subject made in Turkey are as follows:

Product Distribution: This is the most suitable example for the new advertising concept called as guerilla marketing. Having the chance to reach the target audience directly by having hostesses distribute insert for products to each passenger on all domestic flights.



Fig 5. Product Distribution Examples of Onur Air and Aegean Airlines in Turkey

Seat Trays: Both the front and back surface of seat trays can be used as an advertising medium. Seat trays are one of the most effective points to reach to target audience. Passengers will see the brand in front of them for the duration of the flight and the desired message will reach them directly. This kind of advertising can be divided into different pieces according to the area of the seat trays. These are:

Table 4. Onboard Advertising Types in Seat Trays

Tray Tables
Seat Belt Buckle
Cabin Luggage Tags
HeadRest Covers
Stow Bins



Fig 6. Onboard Advertising Examples in Seat Tray Area (Sniperchannel)

One of the largest and most visible advertising space within the craft is the overhead baggage and compartments. Creative advertising implementations can be applied to compartment doors dependent on the advertiser's preference. It's a unique and innovative advertising implementation.



Fig 7. The Ad of Efes Insel in Pegasus Airlines (2014).

LCD Screens: LCD displays turned on during the flight are used for publishing spots broadcasted in television advertisements. These LCD displays located inside the plane provide visual and auditory spot usage opportunity for brands willing to traditionally introduce their products and advertisements. LCD displays are located on seat heads for flights over one hour and provide multimedia-content access advantage to passengers. During the flight passenger may choose anything he/she desires from LCD display located in front of him/her. This multimedia content also provides content marketing for onboard advertising applications.



Fig 8. Use of LCD Screens in Board Advertising

LCD displays located inside the airplanes provide individual television broadcast for long flights and general television broadcast for shorter flights. LCD televisions appeared across the hallways in flights lasting for one or two hours create a cinema function and appeal passengers as a community. LCD displays located on the seat heads provide multimedia-based contents in flights lasting more than two hours. Passenger may choose any content he/she would like to watch. Passengers who especially are used to internet and high-technology media utilization may eliminate their technology addiction by means of these LCD displays. In this multimedia screens, brands have been making their promotions by showing commercial films introducing their product and services. Radio and VOD systems included in these multimedia systems are prepared with different sponsorships and offered to passengers. Turkish Airlines compiles these kind of advertisements under the “invest on board” menu and offers to passengers. Commercial films about various products and services are also shown in mentioned menu. Content of multimedia screens are prepared by the system named Planet worldwide entertainment.

The Planet digital system and individual touch-screens are used for in-flight entertainment on our international flights on B777, A330, B737-900, A340 and some A321 & B737-800 aircraft. Depending on the type of aircraft, passengers may choose their program either on their touch-screen or by using the remote control device attached to their seat. The Planet digital system offers the latest releases, Classics, Drama, Family, A-Z, International, Romantic, Comedy, Action, Turkish cinema and Children’s films as well as television series, dramas, documentaries, sports, travel, food, fashion and technology programs and cartoons; CD albums including Pop, Pop&Rock, Jazz&Blues, Classical, Latin, New Age, Oldies, World Music, Classical Turkish Music, Turkish Spiritual, Traditional Turkish Folk; and various radio channels. An individual and multiple player Game channel, a Children’s channel and an Audio Book channel are also available (<http://www.turkishairlines.com/en-int/travel-information/frequently-asked-questions/on-board/in-flight-entertainment> , Reached at 11.06.2014).



Figure 9. Advertisement of Bank Asya and Posta Newspaper on Airplanes of Pegasus Airlines

Table 5. Advertisements Shown on Multimedia Displays of Turkish Airlines (January-2014)

Product – Brand	Ad Type	Ad Duration
Usersports.com	Video + Text	01:58
Shopkrowd.com	Video + Text	02:17
Pembepanjur	Video + Text	02:29
Oyuncakdenizi.com	Video + Text	01:51
İndirdik.com	Video + Text	01:28
Ganipara	Video + Text	02:25
ehil.com	Video + Text	01:45
dekorako.com	Video + Text	01:59
Clovergamestudio	Video + Text	02:09
Evalalim.com	Video + Text	02:40

Magazine and Leaflets (Inserts): There are magazines in aircrafts which may be taken away by passengers free of charge. These magazines are published by airline companies and distributed to passengers during the flight. “On Air” of Onur Airlines, “JetLife” of Atlas Jet, “Blue” of Aegean Airlines and “Skylife” of Turkish Airlines may be shown as examples of those magazines. These magazines are not only put in seat pockets but also distributed to flight and advertisement agencies online via internet free of charge. Ads published on these magazines are used for marketing or products and services.



Fig 10. The Board Magazines that are Delivered in the Aircraft

Ads published on these magazines which are definitely glanced by passengers during the flight provide desired messages to passengers in a written way. These advertisements are both cheaper in comparison with mainstream media magazines and provide wider reach area. For instance, full page advertisement price on magazine named “On Air” published 65 thousand issues per month is 3.750 TL (1.800 \$), cover page advertisement price is 7.500 TL (3.604 \$) (OnurAir,2014).



Fig 11. Example Ads from the Board Magazines Delivered in the Aircraft

Panels: Panels are placed in the front entrance facing the passenger within the aircraft. All passengers can see them easily.



Fig 12. Panels of onboard advertising

Boarding Pass Cards: The boarding pass is what indicates the passenger’s seat on the plane and what enables a passenger to board a flight after passing the final control point. The back side of this card can be used as an advertising field. The consumer by this board card can be directed to online web site of the product with the use of QR code and Blippar. Since this card is safeguarded until the end of the journey and in fact even afterwards, it is one of the most effective advertising platforms. It may contain an online coupon with discount and a promotion code which will be applied with QR code. The passenger may use this code after his/her journey when he/she opens his/her mobile phone and benefit from the opportunity the advertiser provides.

Blankets and Pillowcases: Advertisement type applied by using product visuals like logo and similar on blanket and pillowcases. While it helps brand and passenger to establish an emotional bond, it also provides brand to easily affect the perception of passenger.

Concept Aircraft: One of the most assertive advertisement types of onboard advertising is to cover the airplane with brand visual. In outdoor advertising, automobiles, buses, buildings and various vehicles and places are transformed into advertising media by wrapping them with brand visuals. These applications are made with “concept aircraft” in onboard advertising. The advertiser puts its logo on the aircraft and makes the brand name the tip name of the aircraft. Once the brand is put on the aircraft all the flights made by this plane are announced with the name of the brand and slogan of the brand. In this advertising type, mentioned brand becomes the prime sponsor of all flights of this plane.



Fig 13. Concept Aircraft Example from Onur Air Airlines.

Conclusion

Advertising is some kind of announcement represented by means of buying time or place from communication means in order to convince people to voluntarily behave in a particular way, direct them to a certain idea, try to attract their attentions to particular product, service or idea, inform them about those and make them change their opinions and behaviors.

Advertising is the concept having the broadest area in marketing network. It plays an important role in process starting from the birth of product to the release. Advertising is used for adding value to brand, positioning the brand, creating brand recognition and helping to create corporate image.

Brands have been using various communication means for transmitting their advertisement messages to target audience. Innovations in technology and alterations in social life also affect advertising industry. People socializing more in recent years and spending time outside their homes because of various reasons like work – school etc. increased importance of outdoor advertising.

After the discovery of effect of outdoor advertising means, investment made in outdoor advertising has increased every year. In 2013, outdoor advertising investment of Turkey reached to 348 million TL (162.2 m. \$). It is expected to reach to 380 million TL (182.62 m. \$) in 2014 with an increase of %10.

First means coming to mind when it comes to outdoor advertising means are billboards, posters, vehicle wrappings, placard and banners, illuminated ads, mega boards, wall and roof ads, station ads, surface graphs used for indoor and outdoor environment, glass graphs, excavations and home boards. In addition thanks to recently wide spreading airline transport, onboard advertising enabling airplanes to use it as an advertisement medium during the flight has been added to these.

Onboard advertising draws attention as an unrivalled method for advertisement applications inside the airplane. While consumer is isolated from outside world inside the plane, is also isolated from every advertisement message presented in outside environment. This let consumer and advertiser to stand alone in a brand new world. Advertiser giving visual and auditory messages to the passenger inside the plane may also apply experimental advertising. Onboard advertising in which all kind of methods of advertisement like spot – sponsorship – promotion may be used also leaves consumer alone with the advertisement. Consumer seeing this message even if he/she refuses it, interacts with the brand. These messages offered to consumer who left inside the aircraft like nearly a prisoner and spent at least one hour inside it, are short and sweet by contrast with crowded advertisement bombardment of the outside world. Onboard advertising offering different advertising options in an isolated medium may be alone with consumer than radio, television, printed media and even other outdoor mediums couldn't ever be. In an air travel managed by a host system

passengers may use media and communication systems as much as that host system allows. Amongst communication systems inside the airplanes, onboard advertising draws attention as a modern advertising type offering direct messages to consumer with traditional methods.

This advertisement type especially becoming active in last three years in Turkey, has been becoming popular every passing day and will be more important advertisement medium after the tripling of airline transport capacity in 2018 when the third airport will be opened.

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