

# PeRfect Plan Public Relations

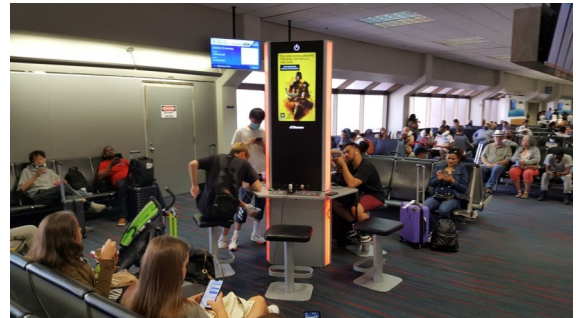
## Out-of-Home (OOH) Advertising Experience

*PeRfect Plan Public Relations has partnered with JCDecaux, the world's largest Out-of-Home (OOH) Advertising company, to manage the static and digital advertising program at Dallas Fort Worth International Airport, the second busiest airport in the world. We have developed advertising solutions for Texas Motor Speedway / NASCAR, Winstar Casino, Dallas FBI, and the Army New Mexico Military Institute. PeRfect Plan PR is poised to promote your brand to affluent local residents, global travelers, and a large audience of business elite travelers arriving in the DFW Metroplex!*



### The OOH Advantage

- ◆ *Out-of-Home advertising offers the ultimate brand impact, transferring the highest perceived value and prestige to advertisers compared to other advertising channels*
- ◆ *Airports offer one of the most affluent media audiences with higher-than-average household incomes*
- ◆ *Business decision makers, early technology adopters, and travel-savvy millennials are influencers amongst their colleagues and peers - allowing brands to capitalize on their receptive mindset when traveling*
- ◆ *15.5 million Americans identify as digital nomads, people working remotely from anywhere in the world; 42% agree they notice OOH advertising more than the beginning of the pandemic and 85% of those who notice OOH ads say they find them useful*



***Did you know that today's business decision makers are young and active***



**Contact us for special pricing/packages so that your brand can be exposed to more than 75 million passengers!**

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