



THE MAGAZINE FOR MARKETING STRATEGISTS

Trends in Transportation

Amtrak, in association with SecurityPoint Media, has begun a marketing campaign geared toward business and frequent fliers at Chicago's O'Hare International Airport. Advertisements found at the bottom of the company's SecureTrays X-ray trays highlight the benefits of train travel as a worthwhile alternative to driving and flying.

Among the quirky taglines: "Upgrade to coach" and "Wear mismatched socks - we'll never know." "Adding Chicago (O'Hare and Midway airports) gives advertisers expanded options for national coverage," said Joseph Ambrefe, CEO of SecurityPoint Media: "The SecurityPoint Media network now reaches over 17 million unique individuals every month in 21 airports and continues to grow."

SecureTrays belong to a three-part screening system wherein X-ray trays are individually numbered for quick and efficient referencing by the Transportation Security Administration. Not just an ad medium, the SecureTray System has reportedly produced a 16% reduction in waiting in lines as well as an 80% increase in screening efficiency.