



As people grab a bin to keep their personal belongings safe during security screenings, the bold visuals create a quick and efficient branding imprint on the minds of airport travelers.

The three-part system has reduced on-the-job injuries for TSA employees who previously had to tote the stacks of trays back and forth from the end to the start of the screening area. TSO experienced \$52 million in worker's compensation claims in 2005 due to back-related injuries.

## CHECKPOINT ADVERTISING

Advertisers are turning to SecurityPoint Media as an option for catching the eyes of travelers at airport security checkpoints.

by Ellery Berryhill

Watch off? Check. Shoes off? Check. Belt buckle off? Check. Laptop out of case? Check. Liquids in clear, zipped bag? Check. It's the refrain of many a traveler these days, whether on a business trip or getting away for a fun weekend jaunt. Everyone has to move through the process of airport security checkpoints. And along with the inevitable slow-crawling lines come the boring, dirty, ubiquitous gray plastic trays for personal belongings and electronic equipment.

Enter SecurityPoint Media, a St. Petersburg, Florida-based company with a bright idea. The company developed and patented the SecureTray System™. This integrated system, which includes both trays and carts, provides an end-to-end solution to improve efficiencies in security screening while offering a viable advertising opportunity. The system has been tested and approved by the Transportation and Security Administration (TSA) and the National Safe Skies Alliance. In January 2007 the TSA announced a

one-year pilot program for the system following a year of successful trials at Los Angeles International (LAX) and three Tennessee airports.

The three-part system uses bright, white SecureTrays™, that include unique identification numbers and an advertisement in the bottom of each storage area; a rolling cart that has no metal components, enabling Transportation Security Officers (TSO's) to store and transport large numbers of SecureTrays™ through metal detectors without triggering alarms; and Divesting Tables™, which are steel, modular tables used by air travelers to prepare their belongings for screening.

"The system allows passengers to get through the screening process quicker by providing more room to divest and compose their belongings and by helping screeners recycle bins more efficiently after use," said company president Joe Ambrefe.

Considered a win-win turn-key solution by both TSA and advertisers, the program has "taken off." Currently 10 airports have implemented the system, including Nashville International Airport

(BNA); Los Angeles International (LAX); Ontario International Airport (ONT); Seattle-Tacoma International Airport (SEA); John Wayne Airport (SNA); Lafayette Regional Airport (LFT); Jacksonville International Airport (JAX); Reno-Tahoe International Airport (RNO); Chattanooga Metropolitan Airport (CHA); and San Diego International (SAN). Additionally, Denver International Airport has been approved and will be implementing the system in 2008.

Initial advertisers for the system have included Zappos.com, Evangeline Downs and Rolodex. Sony also announced an upcoming campaign for 2008. It's a good fit for advertisers who can reach an upscale demographic with a high reach, as 100 percent of all travelers must pass through the checkpoints. "We felt that this is a highly targeted venue to promote our brand," said Zappos senior marketing manager Andy Kurlander. "Each person getting on a plane is guaranteed to view our message multiple times. Plus, with shoes in hand, it's the perfect instance to remind them they've been meaning to make time to buy a new pair. Why not Zappos?"

Airport personnel are also pleased with the system, saying that the carts have cut down on workers compensation claims for injuries incurred while toting bins back and forth. TSO estimated a 90% reduction in LAX on-the-job injuries during the pilot program. Also, with SecurityPoint's contract, the airport is saved the approximately \$7 per bin cost, which adds up considerably as bins are replaced approximately every 90 days at most major international airports.

So the next time you've got your jacket draped over your arm, your laptop slung on your back, and you're standing in your sock feet, take a peek inside your security bin. The message there might just provide a brief moment of sanity. ■