

media release

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Airport ad pitches Pocahontas 895 as quick way home

Just about everyone loves dogs. And the golden retriever with the mournful eyes, his chin resting on a gate while he waits patiently for his owner's return, is no exception.

This eye-catching and engaging image, presented as a wall-sized poster, greets Richmond International Airport passengers as they travel from arrival gates to the terminal's baggage claim and ground transportation area. "Get home sooner," the ad exhorts. "Pocahontas 895."

The ad appears in two corridors through which all arriving passengers must travel to get from their gates to the main terminal areas. The poster is also visible to departing passengers moving through the security checkpoints, albeit behind partially frosted glass.

"We're very selective about ad placements, and the airport is absolutely where we want to be," said Andi Kuhn, director of Pocahontas 895. "Our message about Pocahontas 895 offering a quicker, uncongested route to and from the airport is being seen by every person arriving at the airport."

The poster includes the Pocahontas 895 Web address, www.Pocahontas895.com, and a locator map showing how the parkway can be accessed from the airport and used for the trip home.

Pocahontas 895 map handouts, providing eastbound and westbound directional information, are available at the airport's information center in the baggage claim and ground transportation area.

The ad went up in June.