

## Don't Ever Lose Luggage Again

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A credit card-sized tag that reunites air passengers with their lost bags is gaining national exposure thanks to a new campaign with UK airport advertising specialist Eye Airports.



[1]

The Trace Me luggage tracker provides a permanent record of bag ownership which protects travellers' bags – unlike normal airline tags which can tear, fall off or become damaged. Each Trace Me tag carries a unique serial number which is held on a secure database and integrated within SITA WorldTracer's Bag Management System, used by over 90% of the world's airlines and over 2,000 airports around the globe.

Eye Airports offered Trace Me the opportunity to showcase its smart bag tag to a captive audience in the most strategic and relevant locations, where every passing passenger could identify with the extra protection that its tags provide.

The new campaign is running at London Gatwick, Manchester, Stansted, East Midlands and Newcastle airports, utilising a combination of state-of-the-art digital portrait screens and digital screens in baggage reclaim.



[2]

The average Eye Airports passenger dwell time is 76 minutes which provides the perfect environment for brands to reach travellers while they are in a relaxed frame of mind. Gatwick handled more than 38 million passengers in 2014, while Manchester remains the largest airport outside of the capital with 22.32m annual passengers.

In the event that a bag does not show up, the Trace Me tag serial number is identified and recorded by the baggage handling staff and entered in to the airline's baggage IT system. The airline then sends Trace Me an immediate request for the identification of the owner.

The tag displays no personal data in order to protect travellers' security.

**Tim Hufford**, Business Development Director at Eye Airports, said: *"This campaign showcases a product which is highly relevant to our audience and we are proud to bring this innovative brand to the airport environment. Through our vast national network, we are promoting Trace Me's Tag to the valuable target audience of both business and leisure passengers who value the security and peace of mind provided by the product."*

**Nick Preston**, Head of Sales and Marketing for Trace Me Luggage Tracker, said: *"Eye Airports' innovative approach and their strategic positioning offered Trace Me an unparalleled opportunity to present its product to an audience that is 100 per cent relevant to our strategic marketplace. Their understanding and fast response times generated a strong and positive partnership with their clear understanding of our needs and theirs."*

Eye Airports' national network reaches 100 million passengers a year. Last year it announced its **#RedefiningAirports** project, an £8m investment in advertising media and technology. It is the largest investment in advertising in UK airports this decade, involving the latest high-spec formats and opportunities for advertisers to 'dominate' the airport environment.

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