

## Gerd Felderhoff

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**Von:** "Sky Messaging" <news@sky-messaging.com>  
**Datum:** Montag, 4. Juni 2012 07:54  
**An:** "Felix Gadow" <felix.gadow@skygraphics.de>  
**Betreff:** New Case Study Released

Sky Messaging has released its latest case study, demonstrating yet again how incredibly effective aerial advertising really is!

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# 89% Recall & 43,380 Twitter Followers Reached... ...in Two Weeks!



## Can your client's radio, billboard or print campaign compete with these results?

Proven; yet again! Sky Messaging recently completed its inaugural Mavericks campaign, whereby ten hours (five flights) were flown over Cape Town in a two week window. In this short time 43,380 followers were reached on Twitter alone. 89% of the target market sampled recalled the banner, of which 96% agreed that the banner was readable and clear and 66%



## Peak Hour Traffic

With a proven recall between 28% - 47% per 50 / 100 hours (three to six months), aerial advertising is still the best way to reach approximately 2,1m commuters in Johannesburg/Pretoria and 900k in Cape Town in just one flight!

Project your brand, message or call to action and reach your demographic in an uncluttered way.



## Summer Beach Campaign?

With flight time having already been booked for the holiday season and a production lead time of 6 - 8 weeks, get in touch now with Sky Messaging to discuss a flight schedule tailored to your requirements.

Contact:  
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e | [info@sky-messaging.com](mailto:info@sky-messaging.com)

discussed the brand and banner with friends, colleagues and family!

Click [here](#) to download the complete case study.

Download Sky Messaging's portfolio (including rate card) [here](#).

w | [www.sky-messaging.com](http://www.sky-messaging.com)

## Live Tracking Now Available

Sky Messaging is now offering its clients live web-based tracking of their flights, providing not only transparency but also accuracy as to where the banner is being showcased.

To see aerial advertising in action, click [here](#).

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[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

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Since aerial advertising is not a run-of-the-mill and (simply put) boring medium, we thought that you would enjoy staying current on unique and exciting advertising media. Sky Messaging sends brief updates on what is happening in the aerial advertising world from time to time to its contacts.

**Our mailing address is:**

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