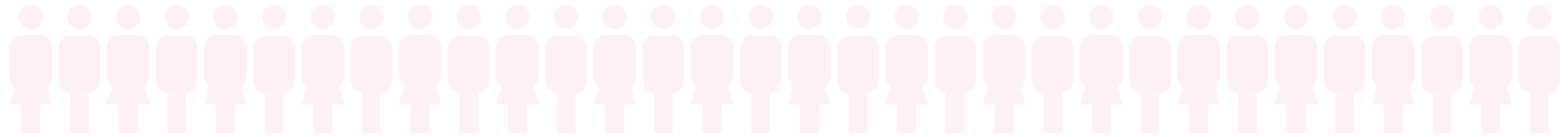


Lewis Allen
Director, Environments

PORTLAND.

**Small steps,
big rewards**



1 : 7,000,000,000,000



Business stories are only valuable when they're told.



Heathrow Writers in Residence: Alain de Botton & Tony Parsons

PORTLAND.



Community engagement: Car boot sale
Singapore Changi

Dubai Duty Free - DXB Travelpak Flash mob 916,342 views since 5th November





Untapped opportunity

- JetBlue and Carspaze promotion in malls
- designed to bring alive the in-flight experience with seat back TV monitors
- Each location will also have an on-site concierge assisting customers with shopping bags
- providing mall information and distributing in-flight snacks and drinks.
- 95% unaided recall after 1 hour vs 1 hour control group (Footlocker installation)
- 29% shopped vs 10% control

PORTLAND.



Client Westfield
Project Signage and Wayfinding for Westfield London

PORTLAND.

clear



Clear Card

PORTLAND.



EUR **169** ↗
40 x 55 x 20 cm

EUR **181** ↗
40 x 67 x 27 cm



Smart convenience
AirBaltic and Samsonite B-lite

PORTLAND.

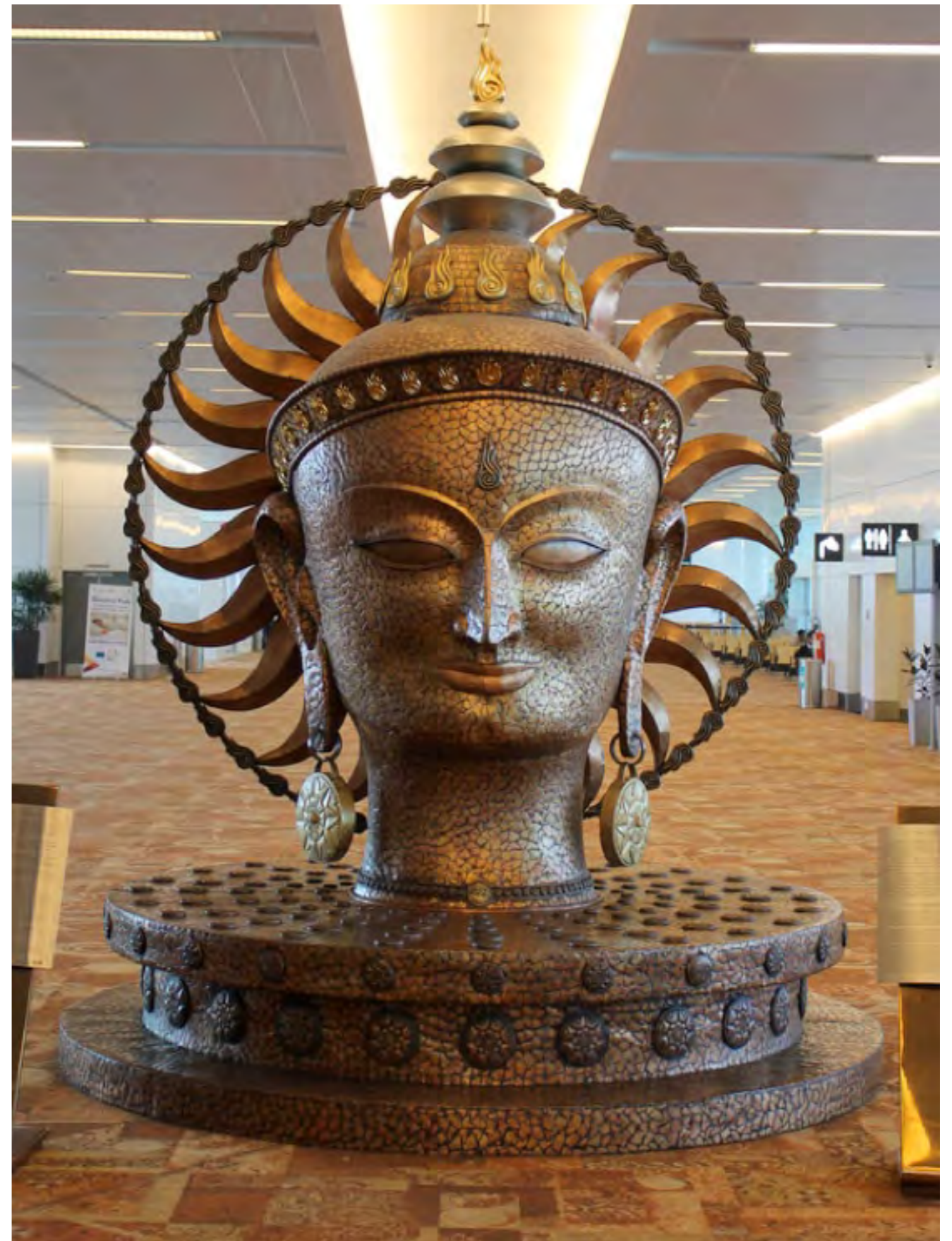
Sense of place



Delhi Airport's Terminal 3 Arrival Hall

Ishana

- India Experience Centre in Delhi Airport Terminal 3
- With Healing Pool, Yogic & meditation centre and spa
- An authentic fusion of retail, hospitality and culture



New Delhi Airport Immigration & Arrivals Hall

PORTLAND.



Nature as entertainment
Arlanda Airports



PORTLAND.

74%

Recreational

26%

Functional



Client CTC-ARI
Project Larnaca Duty Free, Cyprus

PORTLAND.

kypriaka



Client CTC-ARI
Project Larnaca Duty Free, Cyprus

PORTLAND

Larnaca Airport
29% year on year total
sales from 5% PAX
growth 19% increase
spend per PAX

Moodie Report 27/05/10



lounge



local products



exclusive product



Rijks museum collaboration

Sense of place
Schipol: Holland Boulevard

PORTLAND.



Angelenos Market

- LA International Airport Terminal Four
- L.A. Gourmet Street Truck has a rotating installation of up-and-coming chefs
- Signature restaurants and iconic local dining experiences.





Singapore Changi
Slide



PORTLAND.



New amenity
Singapore Changi



Free Wifi



TV Lounge in commercial area

COURTYARD
Marriott
IT'S A NEW STAY



Try-vertising

What:
Courtyard has brought its new lobby to life in major U.S. airports. Visit to learn more about our new space and amenities. Use our GoBoard™ touchscreen technology. Relax at communal tables or lounge on comfy couches. Receive a complimentary Courtyard luggage tag.*

Where and When:
Charlotte Douglas International
May-July



Marriot Courtyard airport event
Charlotte-Douglas, LAX, Philadelphia

PORTLAND.

If we can increase
liquor spend by
1% then that is an
extra **\$71 million**
annually worldwide

Roofs



Good Roof



Bad Roof

TERMINAL 2 TAKEOVER



Explore your way to Captain status by using Foursquare or Facebook Places to check in at the different Virgin America locations in SFO's new Terminal 2 (T2). Rack up check-ins around the terminal to get a spot on the leaderboard, beat the competition to rule T2.

Check-in locations at SFO Terminal2:

Sky Bridge to Awesome

Virgin America Ticket Counter

Stonehenge

Recompose Area

Hydration Station

Virgin America's Mood-lit Gate

The Robobird Races

Jet Bridge to Flight

Virgin America Baggage Claim

Tetris Lounge

Red Chairs

SFO T2 Recharge Station



GROUND CREW



FLIGHT CREW



NAVIGATOR



CO-PILOT



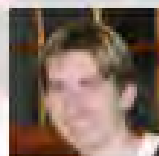
CAPTAIN

Recent Check-Ins



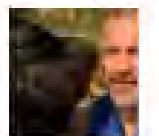
Terminal 2 Check-Ins

Total Check-Ins: 3785



John B. - 29 checkins

last checked in at:
Hydration Station
4 months ago



Ed G. - 25 checkins

last checked in at:
Virgin America @ SFO
13 days ago



Ezeqsesgt Vito V. - 25 checkins



@VirginAmerica

@VirginAmerica @yoda Yoda, moodlit flights we have. The force we can deliver.
about 13 hours ago

@VirginAmerica @moroneydcnsu1 Can you please follow us back and DM with how we can assist you?
about 13 hours ago

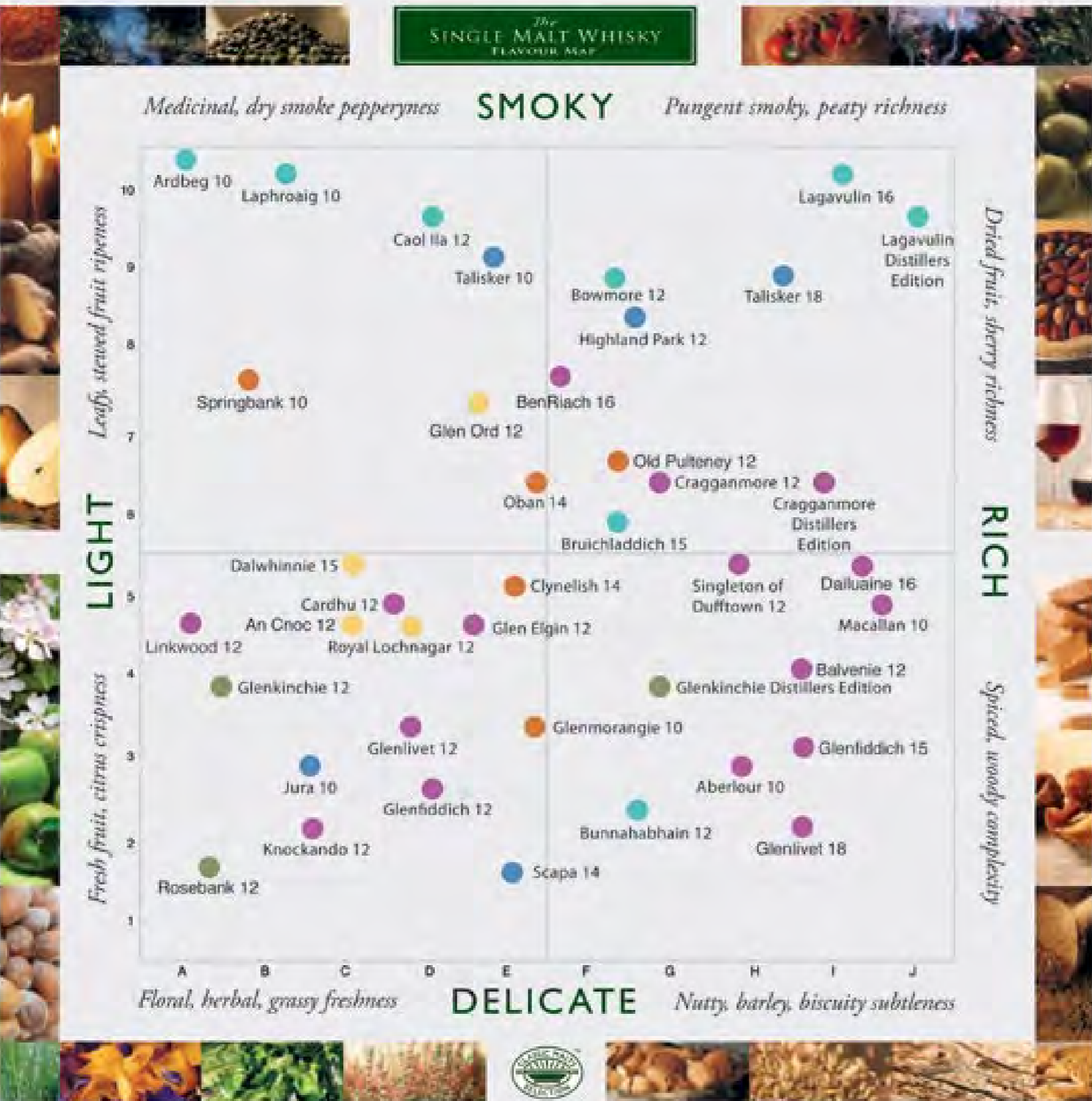
Virgin America San Francisco Airport

- Integrating 'gamification' into the airport
- A program built on a Foursquare-type feature set, with users earning badges such as "ground crew" or "co-pilot."
- Using Facebook Places or Foursquare, fliers can check in to multiple locations inside the terminal, such as "Sky Bridge to Awesome" and the "Red Chairs."
- Virgin also awards prizes, both material goods and flight discounts/vouchers



Self guided service: Nuance Duty Free, Antalya Airport, Turkey

Category De-coding



Sydney Airport Malts flavour map



Diageo Malt Whisky Flavour Map, Sydney Airport

+19%
sales after
implementation

DRINKS & ACCESSORIES



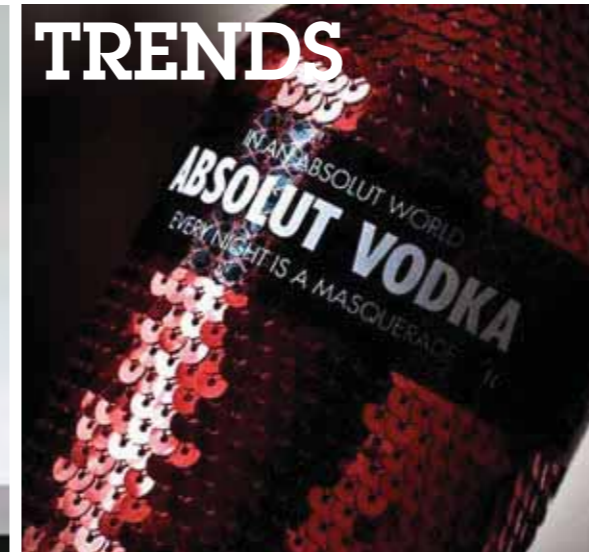
EXCLUSIVE & COLLABORATIONS



THE PRODUCT



LIMITED EDITIONS



TRENDS



ART

Localised Offer

Double-digit month-on-month sales growth



Nestlé Quality Street Ramadan gift pack travel retail exclusive

PORTLAND.

Encouraging liquor purchase for during holidays



Diageo 'Pick Your Mix'

PORTLAND.

Incremental
purchases rose
67%

Female buyers
up 40% on
average liquor
spend

Diageo 'Pick Your Mix'

PORTLAND.

Travelised



Carry on just got lighter.

3 for €20 duty free

3 for €25 duty paid

The main advertisement features a hand holding a yellow PET bottle pack containing two wine bottles. The background is a white surface with a subtle pattern. The text 'Carry on just got lighter.' is written in a serif font. Below it, there are two circular price tags: a dark red one for '3 for €20 duty free' and a dark blue one for '3 for €25 duty paid'.

FLIES OFF SHELVES!

One third lighter than a glass bottle of wine & 100% recyclable

Paul Sapin PET MLP® bottle





VIM

**Visceral
Merchandising
50% increase in sales**



PORTLAND.

Jam merchandising in a California Supermarket

24 Jams – more people stopped but 3% purchased

6 Jams – less people stopped but 30% purchased



Asiana "Happy Moms" service



Singapore, Changi



Branded services



Kids and familys
Manila, Singapore, Istanbul

PORTLAND.

SOLUTIONS THAT TAP INTO CONSUMER MOODS / OCCASIONS

“BIG NIGHT IN”

+ 110.7%



**“QR code scanning
grew an impressive
1200% from July to
December 2010”**

Mobio

PORTLAND.

One Wine



Couleur QR
Partique métallique courbé
873 C

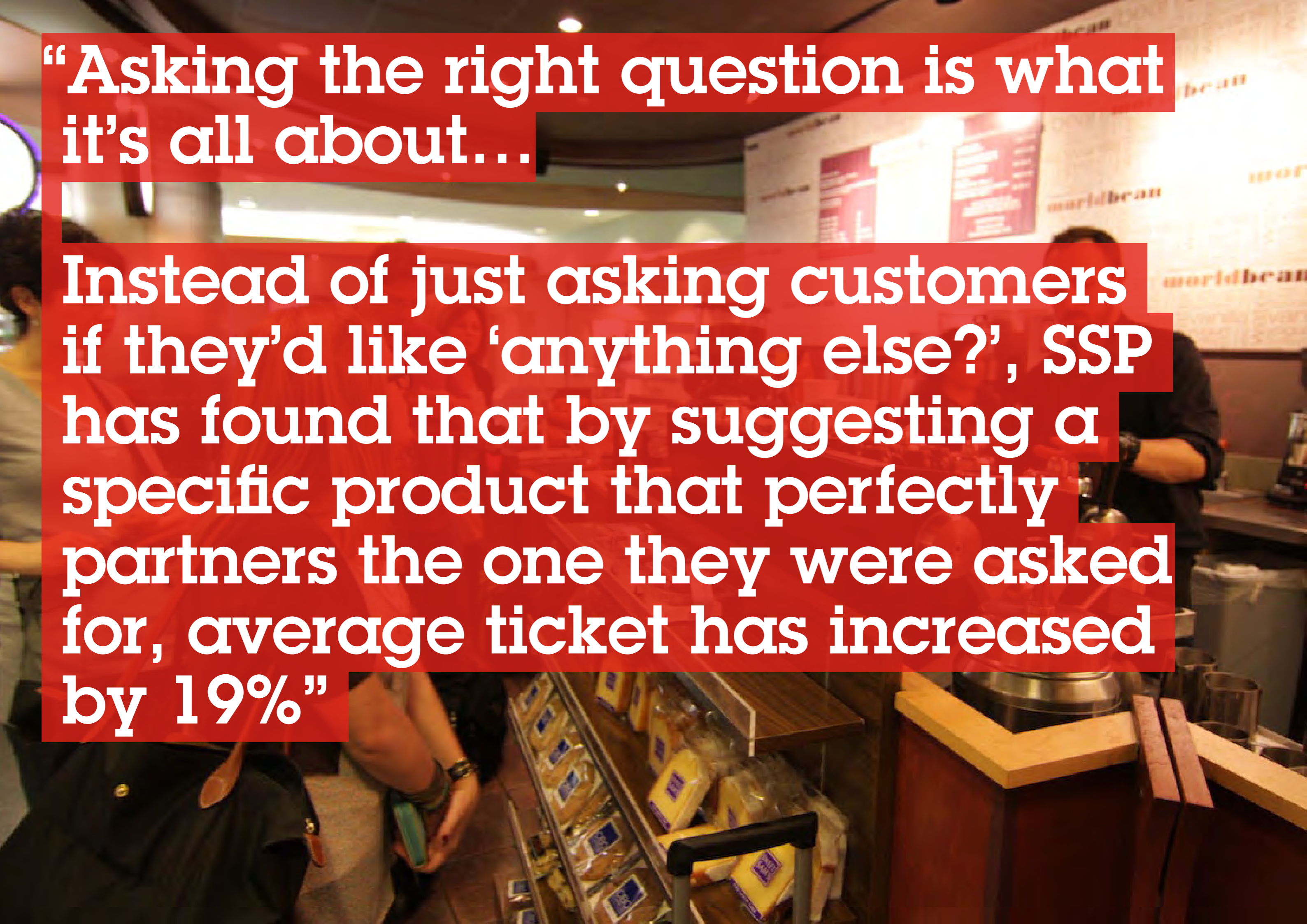


“Asking the right question is what it’s all about...”



“Asking the right question is what it’s all about...”

Instead of just asking customers if they’d like ‘anything else?’, SSP has found that by suggesting a specific product that perfectly partners the one they were asked for, average ticket has increased by 19%”



and telling stories...



LARNACA AIRPORT
CYPRUS TRADING CORP/AER RIANTA
LEARN, TRY & BUY
'WHISKY CONNOISSEURSHIP'

DUTY
FREE



PORTLAND.

Schipol Airport



PORTLAND.

Schipol Airport



Seasonal mat
at entrance

PORTLAND.

Schipol Airport



PORTLAND.

Schipol Airport



Brand Hero
Fixture

PORTLAND.

Schipol Airport

No brand light boxes



PORTLAND.

Schipol Airport



Schipol Airport

Collection of
Local Product



Schipool Airport LCT
Joint category
management

➔ **20%**

increase in sales

Schipol Airport

COGNAC



Schipol Airport

COGNAC



Best



Better



Good

PORTLAND.

Schipol Airport

COGNAC



Schipol Airport

COGNAC

Shelf Glorifiers

Eye Level for Asian Height



Schiphol Airport
Finest Spirits and
Cigars Double
average basket



Shop & Collect

Avoiding low cost carriers carry-on weight limitations. Average Shop & Collect sale is now four times more than regular passengers



Somatic marker hypothesis:

emotional processes can guide (or bias) behavior, particularly decision-making. This hypothesis has been formulated by Antonio Damasio.

**DUBAI AIRPORT
DDF PARTNERSHIP**

LE CLOS

WINE SHOP WITH SOMMELIER SELLING SOME
OF THE RAREST WINES IN THE WORLD
'PASSION & KNOWLEDGE ABOUT PRODUCT'

DUTY
FREE





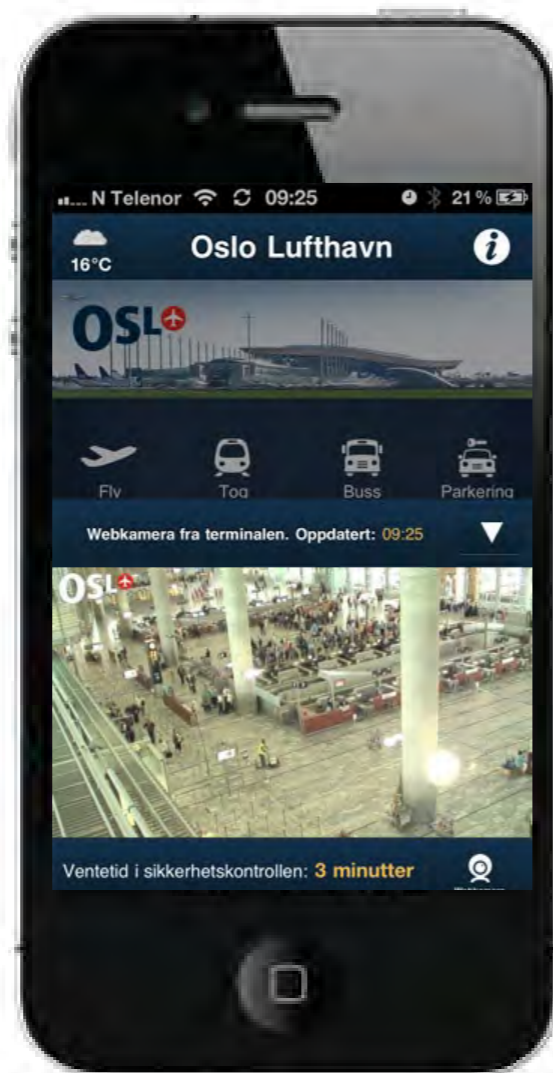
Duty Free Wine Category

Beirut Airport

PORTLAND.



OSL

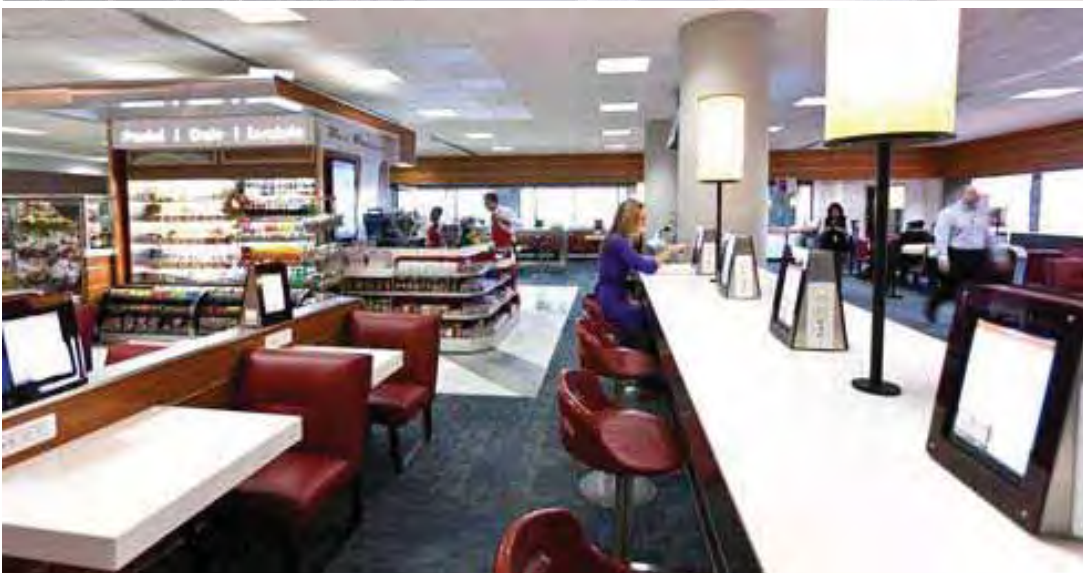


Web Camera – a real time feed of the departure hall and waiting time at airport security checkpoints.

JFK AIRPORT
OTG MANAGEMENT

'A BUSINESS LOUNGE FOR EVERYONE'
GATE LOUNGES TRANSFORMED INTO FAST CASUAL RESTAURANT
ENVIRONMENT, ORDER FOOD ON IPAD, RECHARGE LAPTOP

SHOPS
F&B
(AIRPORT)





Transform the mundane
Schipol: Ambient gate

PORTLAND.



Transform the mundane
Schipol: Ambient gate

PORTLAND.

ZOOMSHOP VENDING
BEST BUY / APPLE / BODY SHOP / SEPHORA /
QUICKSILVER / ROSETTA STONE / GOLD-TO-GO
'CONVENIENCE'



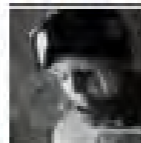
PORTLAND.

#boarding

Boarding!



Kimberley, Kimberley, South Africa



aimee_fuller (Aimee Fuller)
tweet @aimee_fuller

<http://boarding.fr> - a free service that helps people find other travellers using the microblogging platform Twitter and location based service Foursquare

PORTLAND



#boarding IAH

You're not alone, @msproductions is also at George Bush Intercontinental-Houston Airport, TX <http://j.mp/6fhgs>



We're happy to offer you free WiFi with your coffee at IAH. Show this tweet to your barista.





Home plus subway virtual store

Membership increased by 76% and online sales rose by 130%

PORTLAND.



**Store experiences beyond
the traditional store**
Sky Store, Korean Air

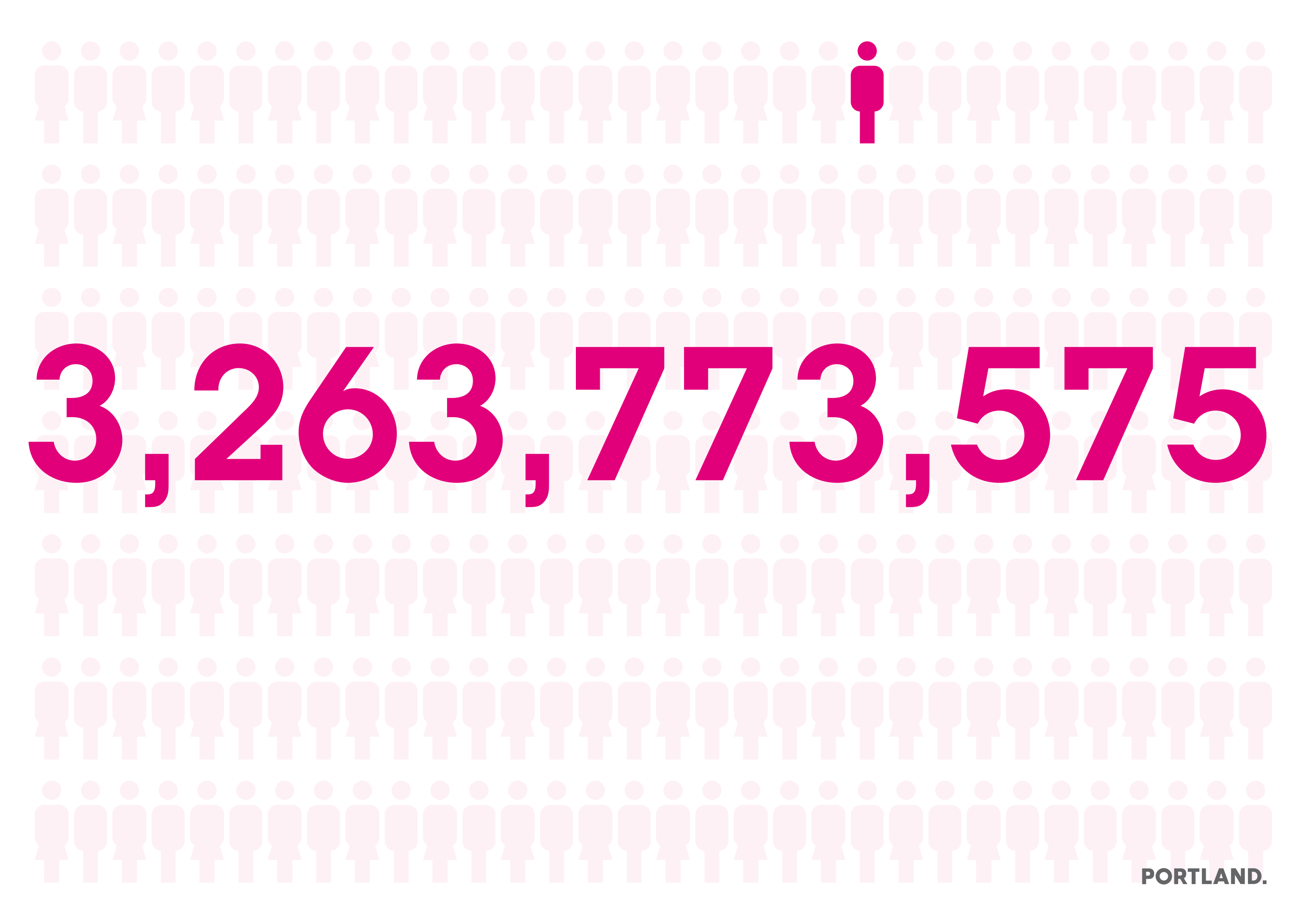
PORTLAND.



Think outside and inside the box!



- Air advertainment
- Complimentary in-flight branded snack boxes
- Special offers and discounts
- Engagement and reward



3,263,773,575



Transforming the mundane
Various

PORTLAND.

be delightful,
be relevant,
be generous.

Thank you
Lewis

lewis@portland-design.com