Advertising/Marketing: High-Footfall Public Areas

Innovative Revenues for Infrastructure Guidelines (IRI)

Advertising and Marketing in High-Footfall Public Areas

Opportunities for application of CVC are many and CVC revenues have, in many instances, proven to be successful in mobilizing additional funding for various infrastructure projects and help deliver better quality of public service. Below you will find international case studies of CVC to provide additional resources to practitioners to apply CVC.

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Photo Credit
Innovative Revenues for Infrastructure, Free photo aerial view of shanghai overpass at night

Advertising is a well-established business segment for operators of public transit stations, terminals, and airports. High footfall areas within public transit are perfect locations to promote a product, service, or cause and are effective customer touchpoints for brands. Communities in high-mobility cities often regard advertising in public transit stations as quick reflections of what is in the market. In considering potential revenues from advertising and marketing, governments can leverage high footfall public areas for use in advertising and marketing while keeping journeys comfortable for passengers and avoiding uncomfortable distractions from advertising and marketing activities.

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Stellar Ace, Singapore

Stellar Ace, Singapore

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The Guidelines on Innovative Revenues for Infrastructure (IRI) is intended to be a living document and will be reviewed at regular intervals. They have not been prepared with any specific transaction in mind and are meant to serve only as general guidance. It is therefore critical that the Guidelines be reviewed and adapted for specific transactions.

To find more, visit the Innovative Revenues for Infrastructure section and the Content Outline, or Download the Full Report. For feedback on the content of this section of the website or suggestions for links or materials that could be included, please contact the PPPLRC at ppp@worldbank.org.

