

Finance

Elevator advertising takes in big picture

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[The Australian](#)

* Success story

THE young men behind **Inlink** came up with their money-making concept by thinking inside the box -- the awkwardness of standing in a lift.

"Riding up and down in lifts you see people really feeling uncomfortable, waiting for the floor numbers to tick over," Oliver Roydhouse says. "We realised there was an opportunity to give lift riders something to look at."

The idea was locally conceived four years ago but Oliver, along with his co-founders, Alexander Turnbull and Andrew Cox, looked abroad to see if they were the only ones on the planet contemplating putting television screens into lifts showing news, information, entertainment and ads.

They found Canada and the US had the jump on them but they used this as proof it was something they could sell and office block owners would buy.

"There are 4000 screens in lifts in Canada and the US now," Roydhouse says. "We've just passed the 100 screen mark in 13 high-rise office towers."

The LCD flat-panel screens are slightly bigger than an A4 piece of paper.

"We're delivering little snippets of news and information content," he says. "Along with sport, weather and financial market info. There's also entertainment and trivia."

How do people respond to noisy televisions in lifts?

"The screens are actually silent so they won't be intrusive," he says. "We've done research and it shows sound does not improve the effectiveness of advertising. In fact, over the past few years they've been taking sound out of lifts."

Inlink has a goal to roll out 1000 screens around Australia.

"In office block lifts we reach thousands of business professionals six to eight times a day," Roydhouse says.

"An average office workers spends 81 minutes a month in an elevator."

Currently, the fledgling business has 11 staff members in the Sydney and Melbourne offices but, despite being a new-age business, the marketing program is old-world stuff.

"The interest in **Inlink** has been largely by word of mouth and by face-to-face contact from our sales force," Roydhouse says.

Currently there are three buildings under construction that will carry the company's screens and the future is looking promising.

Oliver says **Inlink** has 10-year exclusive agreements with General Property Trust (Lend Lease), Mirvac, ING Office Trust and BT Office Trust.