



Tower ads on the rise

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Advertising

OFFICE tower advertising has doubled in size to be worth about \$10 million and should see similar growth in the next 12 months as advertisers seek to reach high-income professionals, according to lift advertising company Inlink Media.

The company, which claims to have tripled its staff and revenue numbers in the past year, says digital screens in lifts and lobbies are taking money from traditional media because they allow advertisers to target well-paid white collar workers and there is little wastage.

IBM has shifted money from airport advertising to office tower media, says Inlink co-founder and managing director Oliver Roydhouse.

Other advertisers to use the medium have included Commonwealth Bank, Microsoft, Telstra and Mercedes.

"The IBM campaign is a particularly interesting one," Mr Roydhouse said. "They've moved a lot of spend into office tower media.

"Why they did that is because they looked at all the

tenants in our buildings.

"IBM's target market represented a large proportion of our target list, so they moved some of their traditional media spend into a much more targeted medium."

Inlink claims to reach 1.3 million professionals in six capital cities around Australia.

Twice-yearly research studies conducted by Roy Morgan show that 77 per cent of office workers in Inlink-represented towers are in the AB demographic groups and 35 per cent earn more than \$100,000 a year.

"It's heavily skewed towards business decision makers," Mr Roydhouse said.

The company, which Mr Roydhouse co-founded with fellow former finance industry colleague Andrew Cox and exporter Alexander Turnbull, has 35 staff, up from 12 a year ago. It aims to increase its network, which includes the Australia Square, MLC Centre and Darling Park buildings in Sydney, to more than 200 office towers by next year.

"We target the biggest towers," Mr Roydhouse said.