



ZURICH INSURANCE CLIENT: PSI ADVERTISING LTD

In November 2008, Blackjack embarked on a pan-European 2-month trial for Zurich Insurance in Heathrow's Terminal One & Frankfurt Airport which has now been extended until the end of December 2009 due to the overwhelming success of the project.

A bespoke interactive stand co-designed and built by Blackjack for each location is manned for 16hrs a day by a core team of highly trained professional Brand Ambassadors.

The stand offers passengers a unique HelpPoint and concierge experience with services including internet access, charging facilities, printing, shoe cleaning, general customer service and information assistance – all free of charge. In addition, passengers are offered branded gifts such as mints and lip balm to make their journey through the airport more enjoyable.

The brand is inextricably linked with superb customer service and helpful friendly staff and to date, the campaign has been a resounding success with comments from customers including:

CLIENT TESTIMONIAL

“Working in the airport environment offers a myriad of extra complications to a brand's experiential activity. The enthusiasm, proactivity and experience in this environment show both by Blackjack's Management Team and by the promotional staff working on the project made delivering a brand experience for Zurich considerably easier. They certainly added plenty of value to the project.”

Nick Leonard, Strategic Partnership Director, Zenith Optimedia (Newcast)