



BRUSSELS AIRPORT

CO-BRANDED PCARD+





*Interparking operates 70 car parks in Belgium. Among them, 10 car parks are located at Brussels Airport and operated by Interparking on the basis of a contract granted by Brussels Airport Company.*

## INTERPARKING AT THE AIRPORT



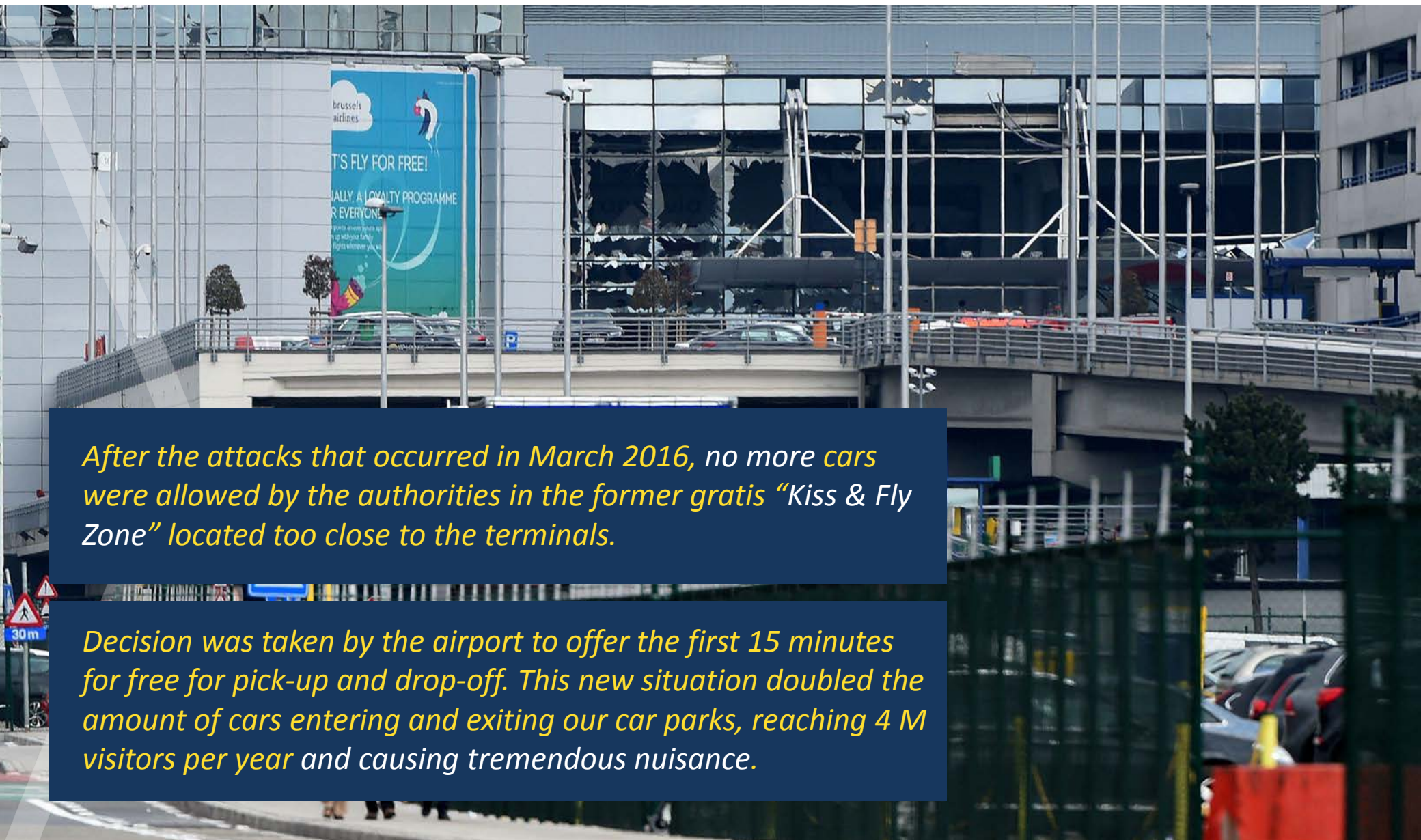
## THE PCARD+

*Lead Product, the Pcard+ allows parkers to enter & exit the car parks without ticket and without having to pay at the payment machines. This card works as well as a loyalty card and offers discounts within the Interparking network in Belgium (70 car parks).*

INTERPARKING







*After the attacks that occurred in March 2016, no more cars were allowed by the authorities in the former gratis “Kiss & Fly Zone” located too close to the terminals.*

*Decision was taken by the airport to offer the first 15 minutes for free for pick-up and drop-off. This new situation doubled the amount of cars entering and exiting our car parks, reaching 4 M visitors per year and causing tremendous nuisance.*



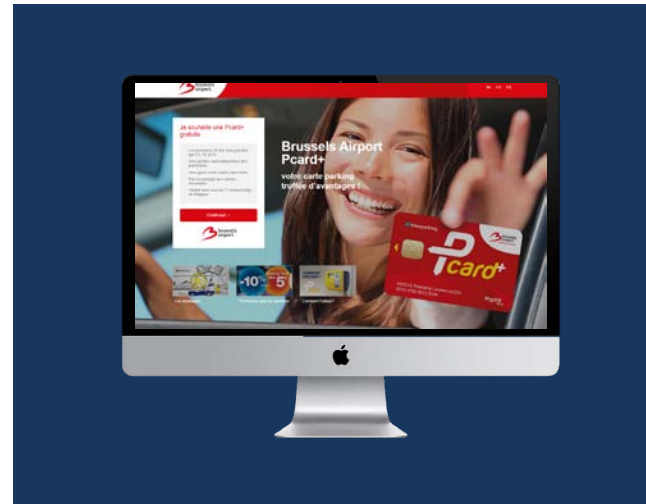
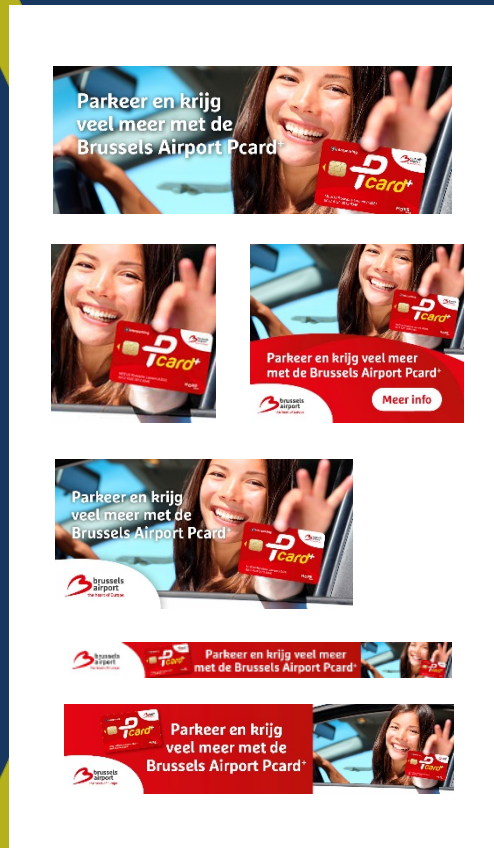


Free, only with the Pcard+

*We decided to put an end to the 15 minutes for free. In order to still offer a “free of charge” alternative and to raise awareness about the Pcard+, we decided to offer 30 minutes for free with the Pcard+ only.*



# 1 Online Campaign



## 2 On site Campaign

1/2



## 2 On site Campaign

2/2





### 3 Press Release: Dozen of reports including national TV



#### BRUXELLES AIRPORT Demandez votre Pcard+ pour du parking gratuit



#### Deuren: hier is parking gratis!



#### Halfuur gratis parkeren op Brussels Airport met kaart



#### Voortaan halfuur gratis parkeren



#### Halfuur gratis parkeren op Brussels Airport met kaart



#### Halfuur gratis parkeren in Zaventem met nieuwe kaart



**Interparking**  
9 January at 13:07 · @  
Parkings P1, P2 et P3 : Commandez votre Pcard+ en ligne pour bénéficier des 30 premières minutes gratuites à l'aéroport. La Pcard+ est gratuite et vous permet de rentrer et de sortir sans prendre de tickets dans les 72 Interparkings de Belgique (tout en bénéficiant automatiquement de réductions).  
Rouge ou bleue, les deux versions de la Pcard+ comportent les mêmes avantages. Tenez-vous en compte d'Interparking, facile aux couleurs de l'aéroport.  
<http://5minutes.be/Lugrinda-region/france/502100.html>



Voici les deux moyens pour se garer sans payer  
Depuis le 1er janvier, il est désormais impossible de se garer 15 minutes gratuitement à l'aéroport de Bruxelles. Mais il existe d'autres moyens, et...

**Interparking**  
9 January at 13:24 · @  
De voordelen gelden ook voor wie al een bestaande Interparking parkeerkaart heeft.  
[http://interparking.be/interparking/2017/02\\_02051222](http://interparking.be/interparking/2017/02_02051222)  
See Translation



Halfuur gratis parkeren op Brussels Airport met parkeerkaart  
Brussels Airport en parkingoperator Interparking lanceren een nieuwe parkeerkaart voor de parkings op de luchthaven. Met de kaart kan je bijvoorbeeld het eerste halfuur gratis parkeren in de parkings vlakbij de terminal. De Pcard+ is gratis en er zijn ook geen beheerskosten. Naast de kaart moet je niet meer lang de luchthavenbussen. Met de kaart moet je niet meer lang de luchthavenbussen te passeren, de afrekening volgt achteraf. De kaart is geldig in een zeventigtal garages van Interparking in België. De voordelen gelden ook voor wie al een bestaande Interparking kaart heeft. >>>

**Interparking**  
9 January at 13:07 · @  
A #BrusselsAirport : 30 min. aux P1, P2, P3 = 2€ >>> GRATUIT avec la Pcard+. Demandez votre Pcard+ gratuite sur [pcard.be](http://pcard.be)



A woman with long brown hair, wearing a blue and white plaid shirt, is walking towards the camera in a parking garage. She is flanked by two children: a girl on the left with long brown hair wearing a dark t-shirt, and a boy on the right with short brown hair wearing a red and white plaid shirt. The boy is holding a basketball. The background shows the interior of a parking garage with cars parked and a sign that says '-1 NIVEAU' with an airplane icon. The lighting is warm and focused on the family.

## MORE ORDERS IN 7 DAYS THAN DURING THE WHOLE FY 2016

*The repositioning of an existing product not only solved these operational problems, but also smoothened the customer experience and ensured national media coverage; resulting in a triple-digit growth in Pcard+ orders. Turning a big problem into a huge opportunity.*