

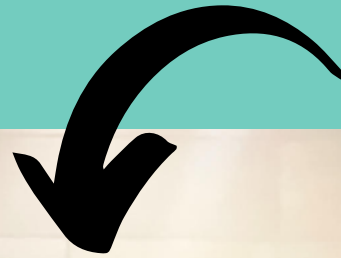


DIAPER CONCIERGE

The evolution of the diaper change



Dallas Love Field



WHAT WE DO

Diaper Concierge places state of the art digital vending machines on the walls of public restrooms. The machines sell diapers and diaper changing products such as baby wipes and hand sanitizer.

Each digital screen contains a 17" x 9" digital ad space, which displays still images or videos.

The machines are cashless and feature a bacteria-resistant touchscreen surface,

BUY ONE, GIVE ONE

For every diaper Diaper Concierge sells, we donate a diaper to the National Diaper Bank Network, who provides basic necessities required to build the strong foundations all children, families, and individuals need to thrive and reach their full potential.

The Network's research shows that 1 in 3 American families experience diaper need.

ABOUT US

Diaper Concierge is a woman-owned small business founded by Momtrepreneur Erin England. Erin dreamed up the patent-pending design for Diaper Concierge while on maternity leave with her now 4-year-old daughter. Often caught away from home ill-prepared for unexpected diaper changes, Erin was baffled at the lack of options to purchase a diaper or baby wipes in public.

The goal of Diaper Concierge is to improve the lives of parents, one diaper change at a time.



OOH ADVERTISING

COST-EFFECTIVE, HIGH-IMPACT MARKETING

- Out-Of-Home advertising drives customers to your website and stores, and delivers **4x more online activity** per ad dollar spent than other media platforms.
- Our cloud-based platform means that you can **frequently update your ad content** to advertise seasonal sales, events, and promotions.
- Use **discount codes or QR codes** that allow you to easily **track data** and allow customers to download branded content, make an online purchase, or visit your social media account, all with a tap of their **smartphone**.
- Take advantage of still images and **video ads**, with or without audio.

HIGH TRAFFIC, NATIONAL AUDIENCE

- Over **1 MILLION passengers** visit Love Field every month. In late 2020, even during the COVID outbreak, nearly 600,000 passengers visited Love Field every month.
- The D/FW region is the **4th largest metropolitan area** in the United States, and has seen a recent influx of residents from the East and West coasts.
- Nearly 50% of Love Field passengers are transfer passengers, so you will be reaching potential customers **from across the country** and beyond.
- Travel + Leisure named Love Field as one of the **Top 10 Domestic Airports** in 2020.

A BILLBOARD IN THE BATHROOM

- Reach a **captive audience, free of distractions**, in a place where people spend more than a few seconds.
- The lack of distractions means **better recall of your message**; people recall ads in the bathroom up to 78% longer than other types of ads.
- Tailor your ads to **men or women**.
- Reach **new groups of active consumers** who otherwise miss traditional ads.
- By placing your ad in a venue where people are already spending money, you are reaching consumers with **disposable income**.

DALLAS LOVE FIELD

THE REGION'S FAVORITE AIRPORT

- 60% of Love Field passengers are **female**.
- 65% of Love Field passengers are travelling for **leisure**, 16% for **business**, and 19% for other reasons.
- Love Field passengers on average spend **90 minutes-2 hours** at the airport prior to departure.
- 70% of Love Field passengers are between the ages of 26-54, a key **buying power** demographic.
- A majority of Love Field passengers travel **multiple times per year** from Love Field.

Partner With Us

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