

A Perfect Fit: Zappos.com in Airport Security Bins

By Jay McGee, Dutcher PR

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**Zappos.com, the #1 online footwear retailer, tries on novel and unavoidable new ad medium: airport security bins *Ad revenues sponsor new, more efficient type of checkpoint system that reduces passenger wait times at security checkpoints.*

The online footwear and accessories retail giant, Zappos.com, has seized the opportunity to tickle consumers' buying interest at the most obvious of places – their feet. More specifically, the next time airline passengers flying out of Reno-Tahoe or Chattanooga airport take off their shoes for security screening, they'll place them into bins sporting ads suggesting they buy their next pair at Zappos.com.

Zappos is the most recent advertiser to seize an opportunity to reach airline travelers by sponsoring the installation of Transportation Security Administration (TSA)-approved SecureTray Systems in checkpoints at airports across the country. The airports are taking part in a one-year pilot program that began after studies demonstrated the system decreases passenger wait times and reduces security screeners' work-related back and shoulder injury claims by as much as 90 percent.

Revenue from the advertisements is used to offset system costs so that equipment, installation and maintenance are completely and continually covered at no expense to the TSA or the airports.

The SecureTray System is the brainchild of St. Petersburg, Fla.-based SecurityPoint Media. "The trays, tables and carts that make up the system work in conjunction with each airport's existing checkpoint configuration," said Joe Ambrefe, president of SecurityPoint. "It allows passengers to get through the screening process quicker by providing more room to divest and compose their belongings and by helping screeners' recycle bins more efficiently after use."

Zappos, perhaps the most top-of-mind SecureTray advertiser, has reached an almost celebrity-like status by stocking a plethora of high-style brands often worn by people and displayed prominently in pop-culture television shows, like TLC's What Not to Wear. In addition, the company and many of its 3 million available products are regularly spotlighted in national style magazines, such as Life & Style Weekly, Glamour, Lucky and People.

Zappos is also recognized for its high-profile advertising methods, such as full-page color ads in USA Today. Andy Kurlander, the company's senior marketing manager, sees the SecureTray advertisements as an extension of Zappo's successful branding campaign.

"We feel that this is a highly targeted venue to promote our brand," said Kurlander. "Each person getting on a plane is guaranteed to view our message multiple times. Plus, with shoes in hand, it's the perfect instance to remind them they've been meaning to make time to buy a new pair. Why not Zappos?"

Zappos is contracted to be in every security bin at each checkpoint within the Reno-Tahoe and Chattanooga airports. To date, there are seven other TSA-approved airports utilizing the SecureTray System, including Nashville (BNA), Seattle-Tacoma (SEA), Los Angeles (LAX), Ontario (ONT), John Wayne (SNA), Jacksonville (JAX) and Lafayette Regional Airport (LFT). More airports are expected to be approved within 30 days.

About Zappos.com

Established in 1999, Zappos.com has quickly become one of the leaders in online shoe and handbag sales by focusing on providing shoppers with the best possible service and selection. Zappos.com currently stocks more than 3 million shoes, handbags, apparel items and accessories from over 1,000 brands in warehouse space totaling 905,000 square feet. Ranked #79 in 2006 on Inc. Magazine's list of 500 fastest-growing private companies in the U.S., Zappos.com in 2006 topped \$586 million in gross merchandise sold, strongly surpassing its 2005 number of \$370 million. The company was recently named "Best of the Web" for 2006 by Internet Retailer. Zappos.com was also included in Time Magazine's "25 Sites You Can't Live Without." Zappos.com's Customer Loyalty Team is available 24/7, 365 days a year.

About SecurityPoint Media LLC

SecurityPoint Media is the leader in airport passenger security checkpoint advertising and the innovator of the SecureTray System™. This integrated system, which includes SecureTrays™, SecureCarts™ and DivestingTables™, provides an end-to-end solution to improve efficiencies in the security screening process while offering a viable and invaluable advertising opportunity. SecureTray System has been tested and evaluated by the TSA and the National Safe Skies Alliance. The system has also been validated with successful implementation and ongoing success at major airports, including Los Angeles International (LAX) – one of the highest volume passenger screening airports in the world. For more information, visit www.securitypointmedia.com.

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Dutcher is a full-service public relations, advertising and marketing agency. It's handled medium to large national accounts since its establishment in 1985.

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