

## Capturing Consumers - In Property Digital Marketing

As I settle into my new position here at Adobe as the Senior Marketing Manager of our Travel and Hospitality Division, one of my first priorities is to merge digital media into opportunities for advertisers to tap into the millions of travelers which all have one thing in common: plenty of time to be engaged.

We've all been there. Whether it's in the airport counting the minutes until we board our planes or spending time at the checkout counter renting a car, we're all scattered with plenty of time on our hands. As we reach our hotel, we all share more moments in the lobby checking into our rooms.

Something I'm passionate about is the travel industry and how it has the power to capture the full attention of consumers. Having traveled extensively with my family and for business, I'm always amazed at the amount of time people spend waiting. It's not a surprise to advertisers. However, traditional outdoor and display advertising has begun evolving here at Adobe into the digital space.

Once referred to as 'in-property' marketing, it's now a budding medium that allows advertisers to tap into millions of captive audiences all hungry for content.

Here at Adobe, we're developing better ways for companies to share their stories with consumers. For instance, imagine being able to not only capture the attention of millions of consumers but also tailor your message to target audiences in real time?

One of my hobbies is photography. What draws my eye to any photograph I capture is the single moment of time I snap which tells a story. When we travel, it's obvious we make memories that span our lives. Those stories become part of us nostalgic feelings grow of favorite trips, travels and times that brought out meaningful emotions throughout our lives.

Although the good old days of reading a great book while flying may not be as common as it once was thanks to laptops and smartphones, the untapped market of engaging travel consumers with digital media is exponential. If you need proof look no further than to the billions of micro-moments we all look to fill when our devices are running low on battery power.

But how exactly can marketers customize their digital media when hundreds of millions of us hustle throughout the airport terminals? Think market segments.

For instance, recently the Strata+Hadoop World Big Data convention was held here in San Jose, CA. Imagine being able to market your company's technology products in mere minutes to tens of thousands of travelers all making their way through the San Jose airport to attend the convention.

Here at Adobe we're growing digital story telling into a more practical way to engage your customers whether they travel from Boston to LA or anywhere in between. My mission is to help dovetail powerful digital spaces with captive audiences who are desperate to pass the time as they travel to their destinations.