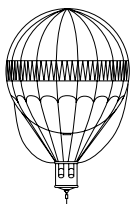


## Raise your image Promote your brand



- Highly visible
- Revolutionary Concept
- Huge publicity
- Sensational attraction
- Marketing returns
- Easy to use
- Maximum performance
- All our experience from the Aero 30





# ■ Exceptional visibility:



View from Aero2 in Gujan Mestras (Atlantic Ocean)

**Aero2**  
 banner space of 250m<sup>2</sup>(2,700sq ft)  
 flying to 90m (290 ft)  
 seen from 10 km, (6 miles)

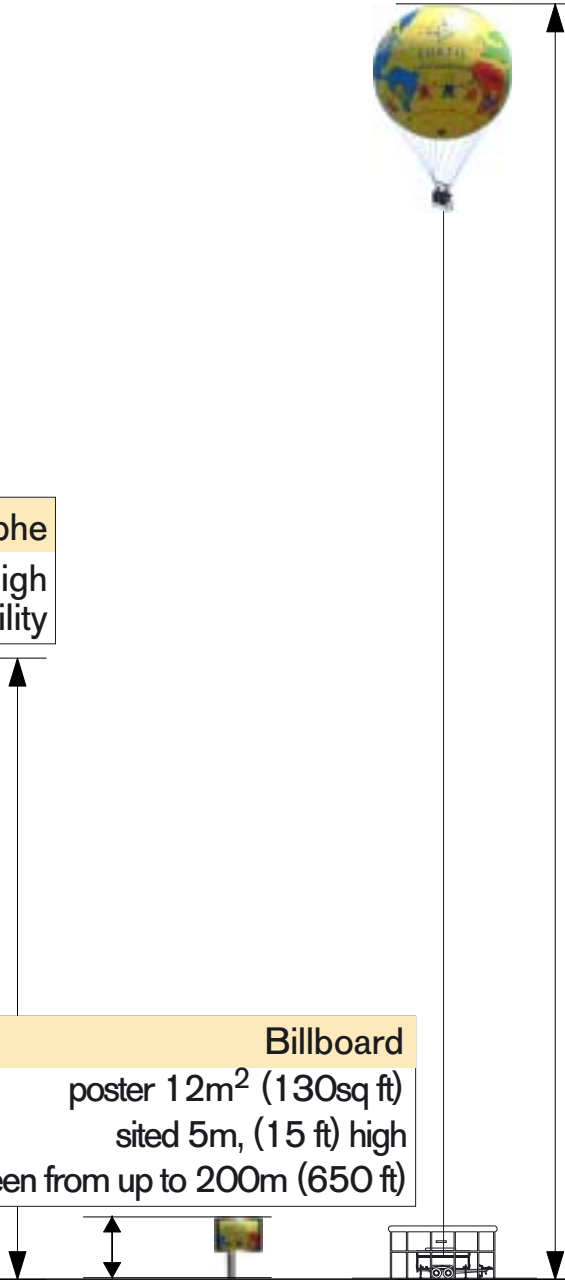
- **9 Metres (30 ft) diameter**
- **16 Metres, (50 ft) high**



**Arc de Triomphe**  
 50 metres (160 ft) high  
 8 km (5 miles) visibility



**Billboard**  
 poster 12m<sup>2</sup> (130sq ft)  
 sited 5m, (15 ft) high  
 seen from up to 200m (650 ft)



## ■ Revolutionary concept:

**The Aero 2 is more than just an advert, it is a promotional tool.**

A giant balloon, both mobile and spectacular enough to generate enormous interest, together with plenty of excitement.

**The opportunities for product support are endless using the Aero 2's combination of promotion and entertainment.**

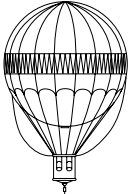


Amiens, Grand opening of Jules Verne Exhibition



Nice, Massena Place, Fortis tour





## ■ **Publicity Road shows:**

- **Originality:**  
This system **is the worlds first**
- **Promotional support:**  
A range of banners can be attached, or you can brand the whole balloon either with a cover or paint. **(Total surface area 250 m2, 2 700sq ft)**
- **Spectacle:**  
Flying with its two passengers the balloon provides a great show and **plenty of entertainment.**



Lyon, Sofinco, l'alti-rève



Metz, Mirabelle Festival



Lille - Charles de Gaulle Place, Côte d'Or

## ■ Revolutionary concept:

- **Interactive:**  
The public are **part of the show**.
- **That tingle of excitement:**  
Offer passengers a thrilling flight experience.
- **Public attraction:**  
The Aero 2 immediately attracts interest, with **people happy** to pay 10 euros for a five-minute flight to 40 metres (130 ft).



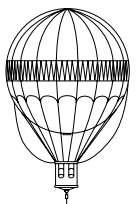
Jouy-en-Josas, Summer School of French National Institute of Directors (MEDEF), with M.Seilliere



Rennes, Fortis Tour



Lorraine, Queuing for flights



## Multiple feedback:

- In terms of image:**  
 Silent and non-polluting, the balloon is not only **environmentally friendly**, but also extremely popular with widespread appeal.
- Media coverage:**  
 Lots of feedback in **Local Press, Radio and TV** at every event.
- Contact with Local authorities:**  
 Towns are asking for this sort of spectacle and often offer the **best sites**.

## 250 ballons sous le soleil



Ballons en liberté, ce week-end, dans le ciel châtelleraudais. Le championnat du monde de montgolfières s'achève par deux jours de fête, avec le départ de la prestigieuse coupe Gordon Bennett.



### JUSQU'À DEMAIN Pour un petit tour en ballon



Aujourd'hui samedi et demain dimanche, de 10 heures à 21 heures, la filiale française d'assurance vie du groupe FORTIS ouvre le public, place du 1<sup>er</sup> Mai, à Clermont-Ferrand, pour un petit tour en ballon jusqu'à 80 mètres de haut. L'entrée est gratuite.



### Bon tour de France d'arrêter à Nantes : l'Endre vos d'un ballon captif



Une petite animation de décollage s'opère aux côtés de la capitale, et assurément dans le plus grand bonheur de pilotes et de spectateurs. Un petit moment par la grâce du pilote et animateur Hubert de Chevigny, l'aventurier du pôle.

Le New Mexico Day a été bien arrosé



## ■ User Friendly:

- **Highly mobile:**

The Aero 2 needs two or three operators depending on circumstances. **It can be set up and packed away in a few hours.** The trailer can easily be shipped around the world.

- **Compact:**

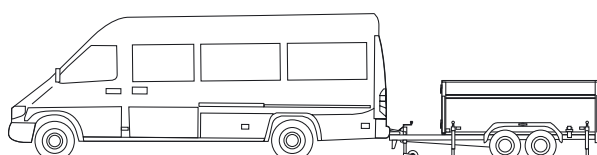
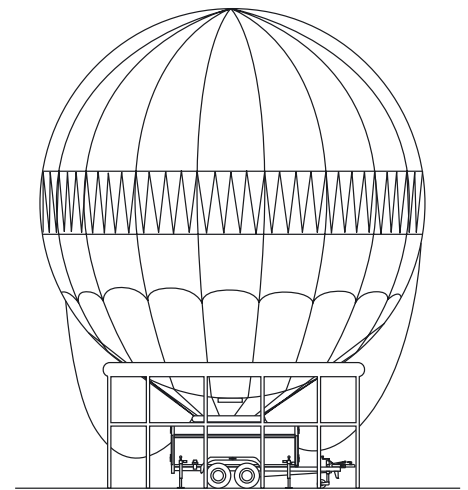
The balloon needs a space of only 20 metres (60 ft) diameter, so it can fit into **any town centre park or parking lot.**

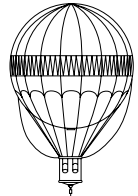
Your Aero 2 will always be where you want it.

- **Guaranteed performance:**

Unlike hot air balloons the Aero 2 remains **inflated 24 hours, 7 days a week**, and can fly passengers all day weather permitting.

For the first time in lighter than air advertising, **you can guarantee the sponsor it will happen.**



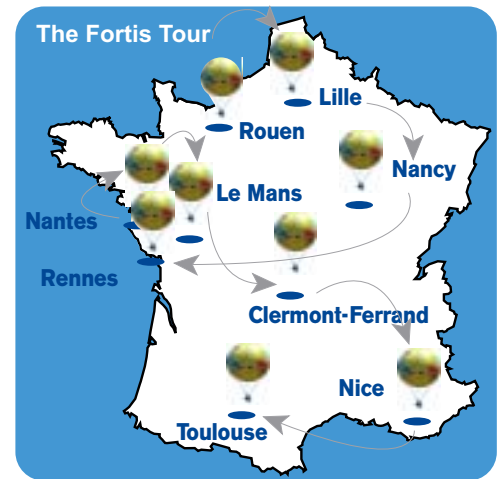


## A convincing success: The Fortis Tour

In 2001 Fortis Insurance used an Aero 2 for a promotional tour of nine major French cities. The Aero 2 was flown for a period of 5 days at each event for publicity, corporate entertainment, and rides for public and staff alike.

The media impact was incredible with each promotion getting widespread brand coverage on Radio, TV and Print. In each city, use of the Aero 2 led to a significant increase in leads for the sales staff to follow. The balloon also had an excellent impact on internal networking within Fortis, as the various branches worked and co-operated on a common project. Its success was way beyond company expectations.

Most importantly the Aero 2 stimulated **a large amount of business**, as staff were able to initiate the sale of many policies on site at each event.

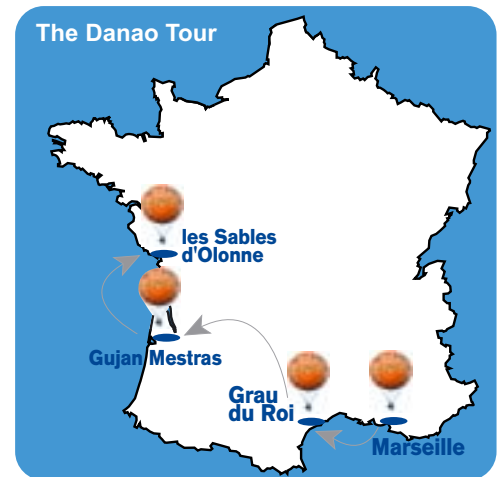




## ■ The Danao Tour

In 2002, to launch their new product Danao Apple/Pear, Danone used an Aero 2 with a custom designed cover for a summer tour. Four major seaside resorts were selected by the marketing agency (Pro Déo) in charge of the month long promotion.

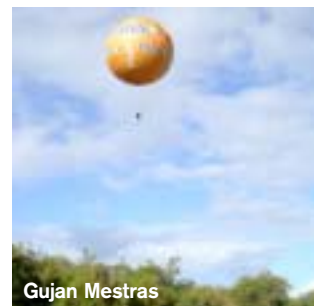
Despite being plagued by bad weather, the balloon operated for more than 90% of the total event duration, and managed to achieve all the targets set by Pro Déo for the tour, in terms of brand recognition, sales impetus, press coverage and marketing momentum.



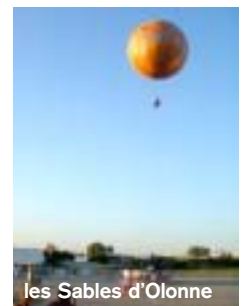
Marseille



Grau du Roi



Gujan Mestras



les Sables d'Olonne

## ■ Match Tv, television program "J'y étais"



Lyon



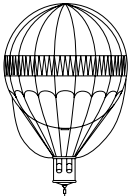
Le Bourget



Marseille

## ■ The XVth World championship of hot-air balloons in Châtelleraut





## ■ What is the Aero 30?

The Aero 2's big brother in every sense. At 32 metres (100 ft), high and 22 metres (70 ft), in diameter, it can take **30 passengers up to a height of 300 metres** (that's 1000 ft !), and when flying can be seen from well over 12 miles away.

Sited in many cities around the world, an example of this concept is the Balloon of Paris, which has flown **200,000 passengers** in 3 years and greatly increased the awareness of Eutelsat and Fortis to Parisians and visitors alike. The balloon is not only a flying advertisement, but also a great tourist attraction and helped Fortis **to win the prestigious TOP COM 2000 prize.**

All at once, the Aero 30 is **a first class tourist attraction that generates huge publicity.**

**More than one million passengers** flown worldwide so far in Aero30.



Berlin, Germany



Paris, France



Bordeaux, 2001



Lake Neuchâtel, 2002



Paris, France

## ■ Aerophile: Company Profile

Aerophile introduced tethered balloons to the modern world.

Established in 1993 by aeronautical engineer's Matthieu Gobbi and Jerome Giacomoni, Aerophile S.A. were recently awarded the prestigious **Grand prix d'innovation**. The prize money was invested in further research and development and several patents have been registered.

Aerophile S.A. employs over 20 people, including **8 pilots and registered technicians**, who are all able to assemble, install and train you in the operation of our balloons.

Aerophile S.A. is now the world specialist in tethered balloons. Since the introduction of the Aero 30 in 1993, 20 systems have been sold world-wide on all five continents. The Aero 2 has been a stunning success since 2000.

For the Aero 2, Aerophile S.A. **offers an all-inclusive service for your event**. This starts with discussion of the concept, through envelope design and production, site liaison, authorisations, administration and final operation. In 2001 we organised **80 very successful promotional days** and 150 in 2002 for our clients.

Aerophile S.A., can provide **suitable balloons** for any occasion, from the giant balloon that was present at the 1998 Football World Cup, to **small inflatable's** such as a ball for the French Rugby Union.



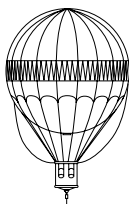
Switzerland - Zurich - Fest of Zurich



The Aerophile team



USA - Albuquerque - New Mexico



Nice - Fortis Tour, View from Aero2



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