

# Welcome to the CPH ID card offer concept

## More than 16,000 potential customers

We have made it easy for you to advertise your offers across all our platforms to the many ID card holders working at Copenhagen Airport. Approx 16,000 employees are holders of the CPH ID card for Copenhagen Airport. They work in more than 800 different companies, who handle a wide

range of functions relating to the operation of the airport. Many CPH ID card holders walk frequently through the Copenhagen Airport Shopping Center (CASC) as part of their work duties. This guide will help you to create offers for the CPH ID card holders.



**Newsletter**  
6,400 recipient  
Approx. 62 % open rate



**Facebook**  
Approx. 4,700 members



**CPH Host**  
More than 900 monthly users.  
Increases every week



**Staff website**  
More than 2,000 monthly views at cph.dk/staff



**Digital screens**  
Up to 2,800 ID Card holders pass the screen everyday



**Posters**  
Located at more than 40 different places throughout the airport

## The right type of offer for your brand

We have developed four different offers we promote for all CPH ID card holders. Below you'll be able to read about each concept. Each concept will be promoted separately to all of our ID card holders.

<p><b>Offers from TAX FREE</b></p> <p>TAX FREE offers up to 20% on cosmetics and more compared to retail prices from the city center.</p>	<p><b>Everyday offer</b></p> <p>Most shops and eateries always offer a fixed discount for CPH ID card holders. These will be promoted more intensely. These fixed discounts will be promoted for all shops and eateries throughout the year.</p>	<p><b>Exclusive offer</b></p> <p>Most shops and eateries will offer exclusive time limited offers to CPH ID card holders. These offers are always of a larger discount compared to the "Everyday offers" and only for a short period of time. These offers are provided by the shops and eateries to Copenhagen Airport.</p>	<p><b>Airport offer</b></p> <p>Throughout the year most shops and eateries will offer special limited promotions or sales. These discounted products can be purchased by both passengers and CPH ID card holders. It will thereby be possible to promote general sale through the CPH ID holder channels.</p>
<p><b>Target group:</b> CPH Staff &amp; passengers</p>	<p><b>Target group:</b> CPH Staff only</p>	<p><b>Target group:</b> CPH Staff only</p>	<p><b>Target group:</b> CPH Staff &amp; passengers</p>

**Next pages: Guides how to make CPH ID card offers →**

# Guide: Make an Exclusive CPH ID card offer

## You only have to design two files to create your Exclusive CPH ID card offer

The Exclusive offers for CPH ID card holders are easy to make. You only need to create two different files. The Exclusive offer must include the following:

1. **Clear and brief description of the Exclusive offer.** (e.g. 20% on XXX)
2. **Limited Exclusive offer time period.** (Valid from XX/XX-XX/XX)
3. **Other terms & conditions.** (e.g. "cannot be combined with other offers", "does not apply on new arrivals" etc.)
4. **Your logo.**



## What to do, step by step.

### 1. Download the two templates:

- \**PRINT-Template-CPH-ID-Card-EXCLUSIVE-Offer.idml*\*
- \**DIGITAL-Template-CPH-ID-Card-EXCLUSIVE-Offer.psd*\*

Download templates here:

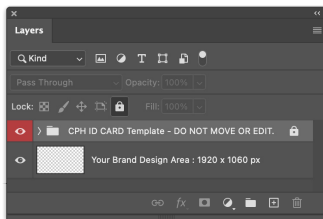
[www.cph.dk/staff/download-forpagter-materiale](http://www.cph.dk/staff/download-forpagter-materiale)

### 2. Design your content.

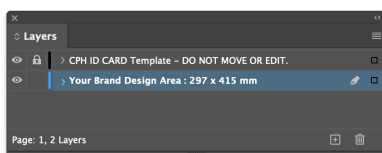
Use the templates and create your design on the layer

*\*Your Brand Design Area\**

Please do not move or edit the locked layer above.



Screendump from *\*DIGITAL-Template\** in Photoshop



Screendump from *\*PRINT-Template\** in InDesign

### 3. Export your files

PRINT-Template should be exported in PDF without bleedmarks.

DIGITAL-Template should be exported in JPG highres RGB.

### 4. Send your two files to: [marketing@cph.dk](mailto:marketing@cph.dk)

Or your personal Marketing contact.

Please send in your Exclusive offer, at least 10 days before your offer begins.

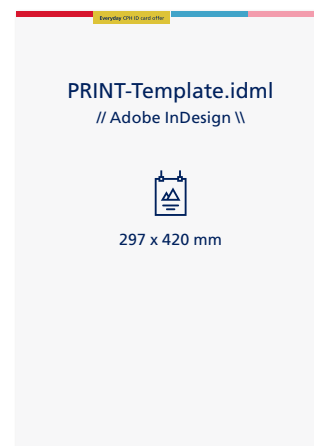
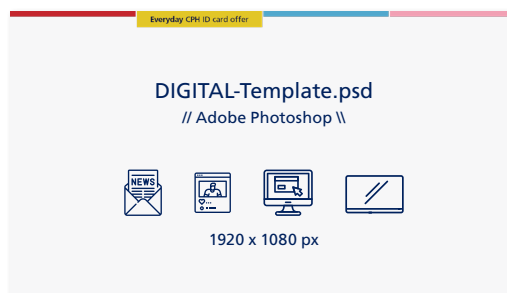
**Tip:** You don't have to worry about telling, that the offer is for CPH ID card holders only. It is already writing/ informing in the templates.

# Guide: Make an Everyday CPH ID card offer

## You only have to design two files to create your Everyday CPH ID card offer

The Everyday offer for CPH ID card holders are easy to make. You only need to create two different files. The Everyday offer must include the following:

1. **Clear and brief description of the Everyday offer.** (e.g. 10% on XXX)
2. **Limited Everyday offer time period.** (Valid from XX/XX-XX/XX)
3. **Other terms & conditions.** (e.g. "cannot be combined with other offers", "does not apply on new arrivals" etc.)
4. **Your logo.**



## What to do, step by step.

### 1. Download the two templates:

- \*PRINT-Template-CPH-ID-Card-EVERYDAY-Offer.indd\*
- \*DIGITAL-Template-CPH-ID-Card-EVERYDAY-Offer.psd\*

Download templates here:

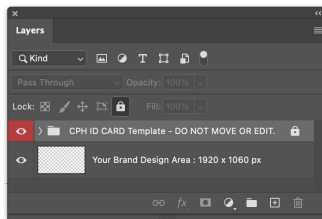
[www.cph.dk/staff/download-forpagter-materiale](http://www.cph.dk/staff/download-forpagter-materiale)

### 2. Design your content.

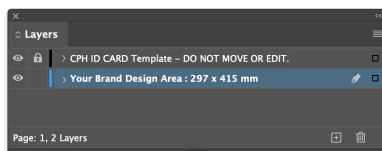
Use the templates and create your design on the layer

*\*Your Brand Design Area\**

Please do not move or edit the locked layer above.



Screendump from \*DIGITAL-Template\* in Photoshop



Screendump from \*PRINT-Template\* in InDesign

### 3. Export your files

PRINT-Template should be exported in PDF without bleedmarks.

DIGITAL-Template should be exported in JPG highres RGB.

### 4. Send your two files to: [marketing@cph.dk](mailto:marketing@cph.dk)

Or your personal Marketing contact.

Please send in your Everyday offer, at least 10 days before your offer begins.

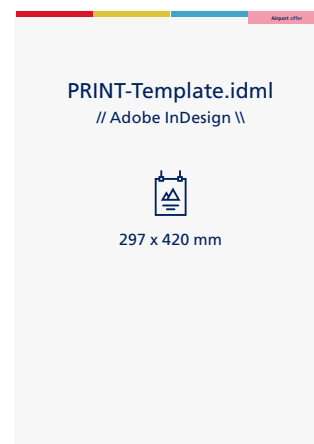
**Tip:** You don't have to worry about telling, that the offer is for CPH ID card holders only. It is already writing/ informing in the templates.

# Guide: Make an Airport offer

## You only have to design two files to create your Airport offer

The Airport offer for CPH ID card holders are easy to make. You only need to create two different files. The Airport offer must include the following:

1. **Clear and brief description of the Airport offer.** (e.g. 20% on XXX)
2. **Limited Airport offer time period.** (Valid from XX/XX-XX/XX)
3. **Other terms & conditions.** (e.g. "cannot be combined with other offers", "does not apply on new arrivals" etc.)
4. **Your logo.**



## What to do, step by step.

### 1. Download the two templates:

\**PRINT-Template-CPH-ID-Card-AIRPORT-Offer.idml*\*

\**DIGITAL-Template-CPH-ID-Card-AIRPORT-Offer.psd*\*

Download templates here:

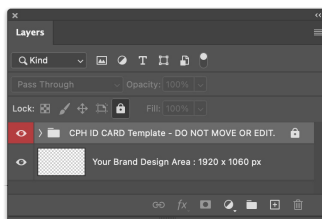
[www.cph.dk/staff/download-forpagter-materiale](http://www.cph.dk/staff/download-forpagter-materiale)

### 2. Design your content.

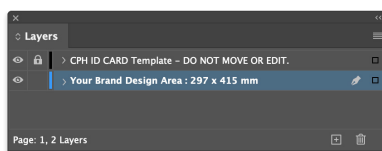
Use the templates and create your design on the layer

\**Your Brand Design Area*\*

Please do not move or edit the locked layer above.



Screendump from \*DIGITAL-Template\* in Photoshop



Screendump from \*PRINT-Template\* in InDesign

### 3. Export your files

PRINT-Template should be exported in PDF without bleedmarks.

DIGITAL-Template should be exported in JPG highres RGB.

### 4. Send your two files to: [marketing@cph.dk](mailto:marketing@cph.dk)

Or your personal Marketing contact.

Please send in your Airport offer, at least 10 days before your offer begins.

**Tip:** You don't have to worry about telling, that the offer is for CPH ID card holders only. It is already writing/ informing in the templates.