

Airline Promotion and Marketing Communications

Dr Keith Mason FRAeS

Istanbul Technical University

Air Transportation Management, M.Sc. Program

Airline Marketing

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Airline Promotion



Dr Keith Mason
Head, Centre for Air Transport Management

Definition of Advertising

- The term advertising is derived from the Latin *advertere* meaning “to turn the mind around”
- A communication that is paid for, with the purpose of achieving set objectives such as creating awareness or encouraging trial. It is a means of reaching large audiences through mass media in a cost effective manner
- Advertising should persuasively communicate ideas, images, feelings and tones relative to their brands and service to their target audience so that the customers perceptions mirror those intended by the company

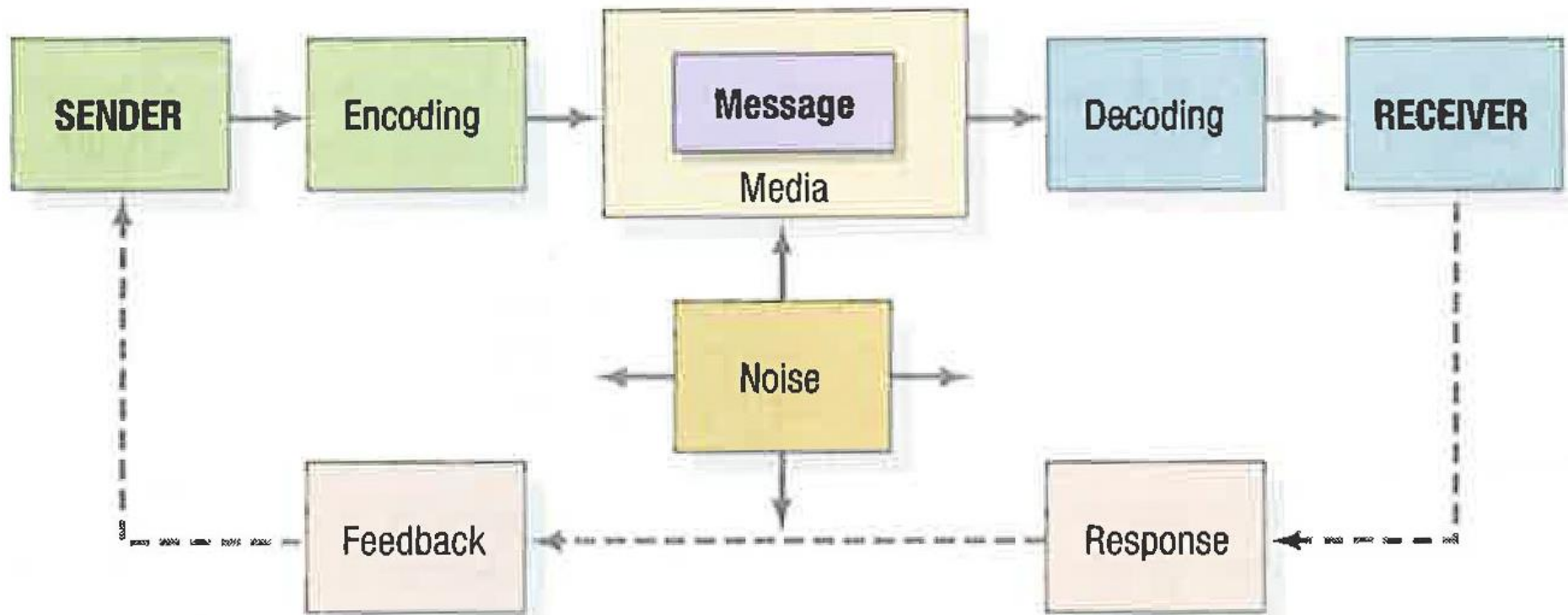
Marketing Communications

- Principal functions:
 - To drive and maintain awareness of the brand name in the marketplace to generate revenue
 - Agency management
 - Creative development
 - Delivering return on investment through sales generation

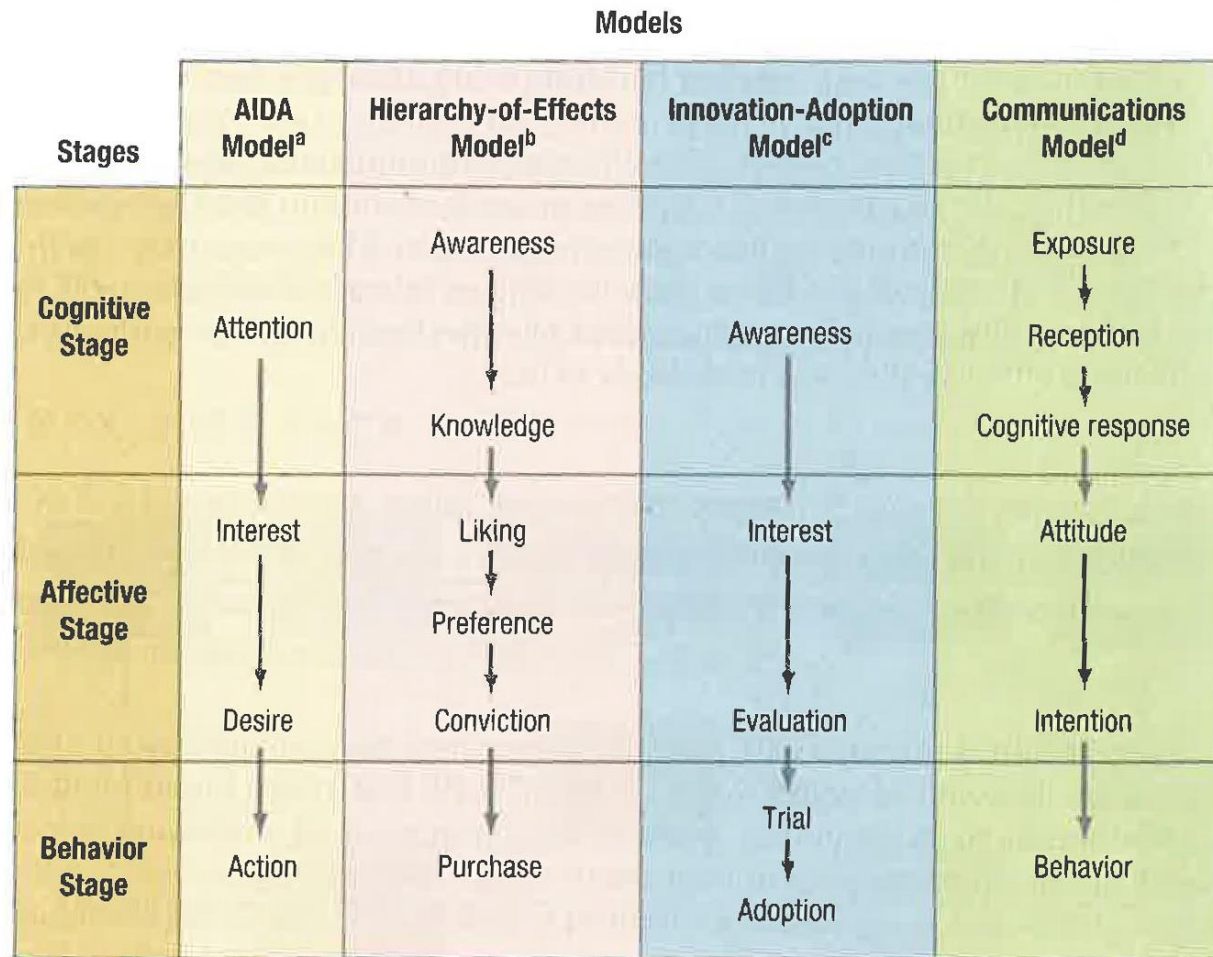
Advertising Strategy

- Strategy
 - Message
 - Media
 - Timing
- Advertising should
 - Drip: differentiate, remind, inform and persuade
 - Aida: attention, interest, desire and action
 - Be effective - must be likeable, interesting, meaningful & relevant to the brand and target audience

The communication process



Response hierarchy models



Source: Kotler, 2006, a) Strong, 1925, b) Lavidge and Steiner, c) Rogers, 1962, and d) various

Response hierarchy models

- Picking an appropriate response hierarchy model – the stages through which buyers go through will depend on the sort of product being purchased.
- High involvement/high differentiation – “Learn-Feel-Do”
 - E.g. Cars or house purchases
- High involvement/low differentiation – “Do-Feel-Learn”
 - E.g. **Airlines** and computers (consequently sampling the service is very important)
- Low involvement/low differentiation – “Learn-Do-Feel”
 - E.g. Salt or batteries

Barriers to successful delivery of a message

- Selective attention
 - With so many commercial messages put in front of a potential customer, the **advertiser must grab attention**. Think about how you watch a programme or read a magazine – you tend to filter out adverts that hold no relevance for you.
- Selective distortion
 - **People hear what they want to hear**. Belief about a company will be set in a person's mind and will view the advert in light of this belief set. This is a particular challenge when trying to change positioning (e.g. Ryanair's repositioning in 2014)
- Selective retention
 - Even when a person is positive to a message heard, will they choose to retain it in their long term memory? Kotler indicates that when a person rehearses arguments in favour of (or even against) a particular message they are more likely to retain the message.

Developing effective communications

- Identify target audience
- Determine objectives - Category
- Design communications
- Select communications channels
- Establish budget
- Decide on media mix
- Measure results
- Manage integrated marketing communications

Customers

- **Business**
 - Network, schedule, seat comfort, on-board business facilities, lounges
 - You may be away but you are close to home and loved ones
- **Leisure**
 - Destination, in-flight service, cabin crew, and price
 - *To persuade customers*
 - to take a holiday in preference to the purchase of goods such as appliances
 - to go to a destination that airline serves
 - to fly with the advertised airline than its competitors
- **VFR**
 - Family reunion, care and consideration of staff and price

Advertising Objectives

- Project the corporate image
- Promote specific product features or new markets
- Motivate staff
- Influence policy makers
- Influence trade

Advertising objectives: Influence customers

- Retain existing customers
- Increase customer usage of the service
- Attract new customers
- Convert customers from competing services
- Reassure that they bought the best
- Remind them of the reason why they prefer the brand

Targeted Advertising

- Airlines have a complex mix of product and services
- Time or the space in which the message could get across is limited
- Customers bombarded by advertising all the time
- Customers attention spans are shrinking
- Surprise, delight, humour to attract attention

Advertising Message

Airline advertising tends to focus here

Differentiated products

Rational product attribute appeals

Information provision

Benefit claims (e.g. "I am a Mac")

Similar products

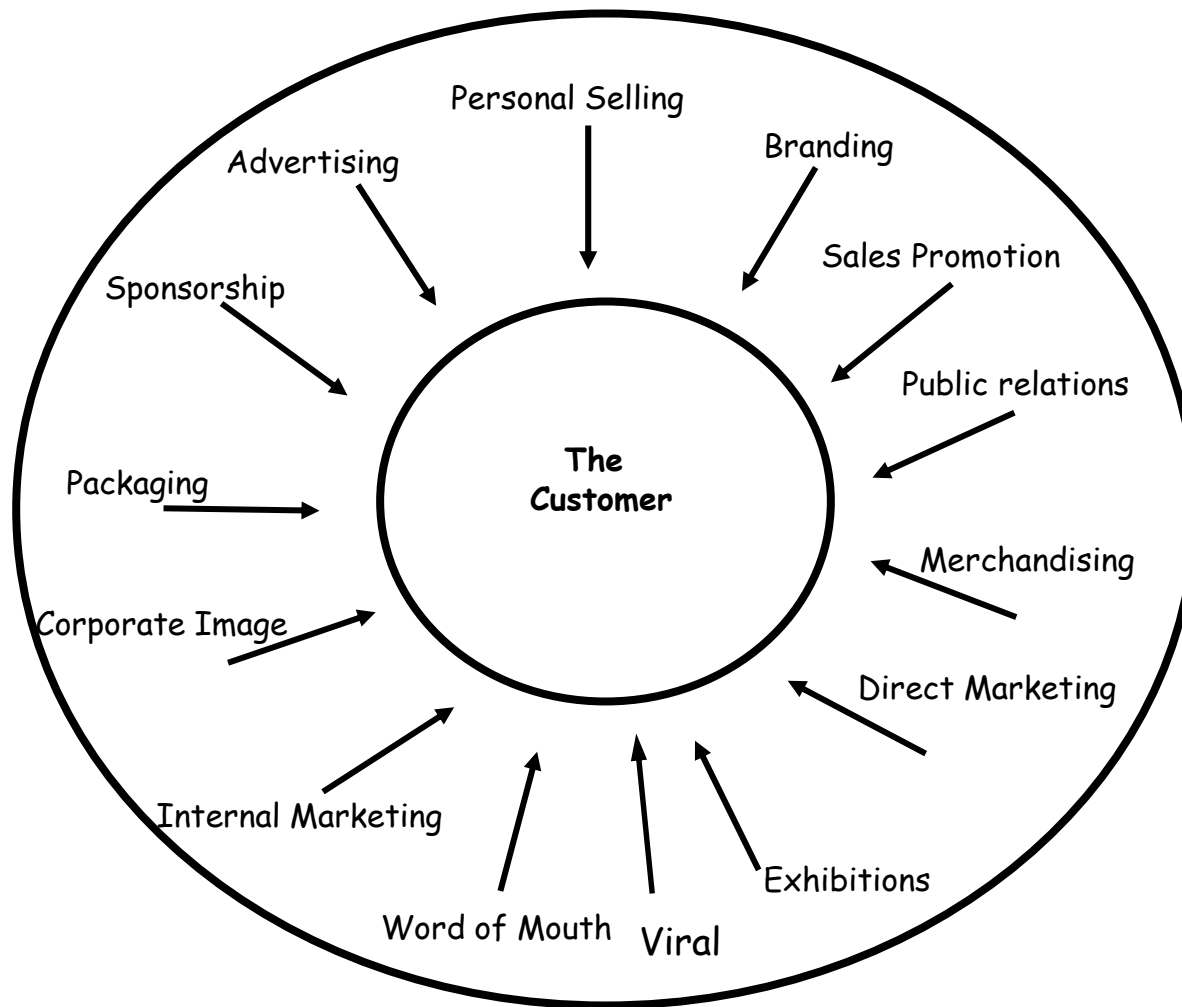
High consumer awareness

Emotional image-based appeals

Social, ego, pleasure orientation

But should focus here

Communications mix



Media

- Broadcast – TV, radio and cinema
- Print- Newspapers, magazines, trade press,...
- Outdoor – Billboards, posters, on vehicles,...
- The Internet
 - Social networking
- Classification of Media
 - Above-the-line – paid to some media outlet: TV, radio, press, outdoor, cinema
 - Below-the-line: direct mail, exhibitions, print, sales literature, carrier bags,...

Media (1)

- TV

- Popular media for airline advertising
- Viewership is very important – potentially large audience
- High awareness
- Viewed at home in relaxed manner
- Demonstration of service in use
- Around 25% of airline advertising budget is spent on TV advertising
- Very effective for promoting the brand

BUT

- Expensive to make and transmit (£70,000 per minute)
- Could be irritating
- Transient medium
- Advert avoidance by skipping

Super Bowl Ad Rates (2014)



Media (2)

- Radio

- Relatively easy and quick to produce
- Commercial radio stations located near to airports often used
- Relatively cheap (around £6,000 per minute)
- Used to promote special offers for a limited period of time

BUT

- Lack in visual demonstration
- Transient medium

Media (3)

- News Papers/ Magazine

- Readership – potential for high readership
- Opportunity of colour reproduction
- National Readership Survey would allow careful targeting
- Advertisements are expected by readers
- Long life spans
- Read at leisure

BUT

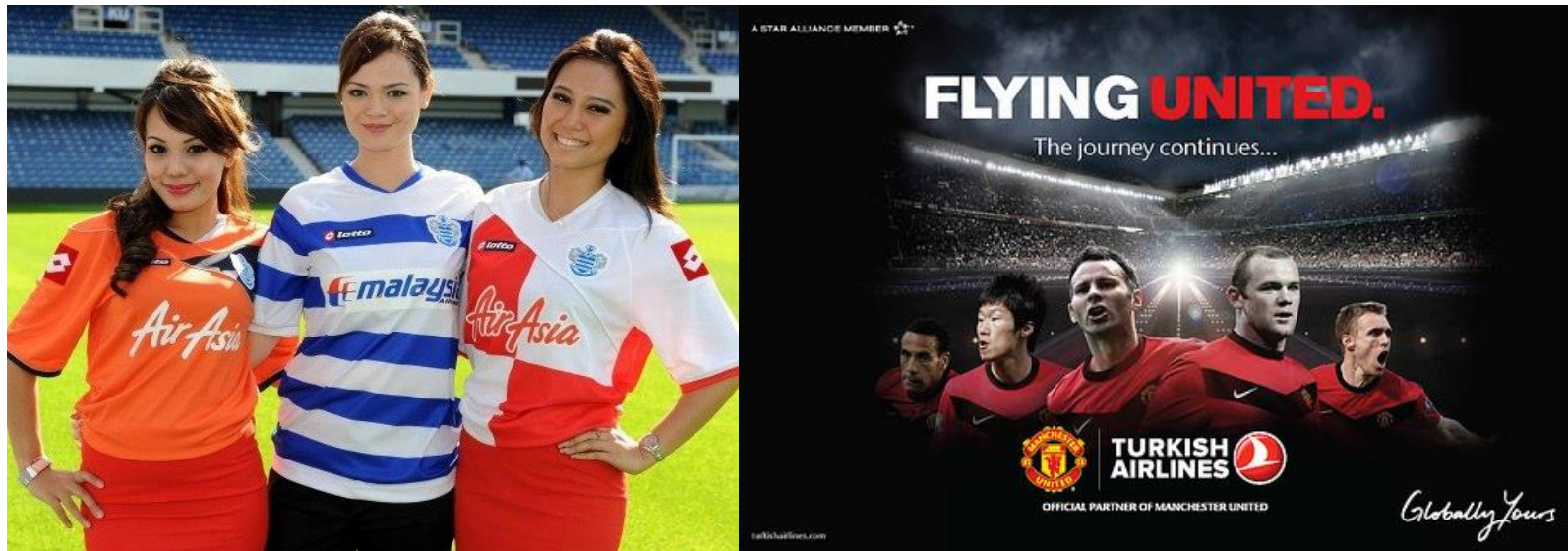
- Relatively expensive (£50,000 for a full page of newspaper, £20,000 Full page of magazines)
- Location of the ads in the papers or magazines is important

Media (4)

- Outdoor
 - Ability to build high awareness
 - Relatively low costs- depends on location
 - Segmentation possibilities
- BUT
 - Could be subject to the effect of weather
 - Could be subject to environmental criticism
 - If reachable could be subject to vandalism
- Internet
 - Own websites
 - Other peoples web pages – click throughs
 - Social networking - viral

Sponsorship

- Principal functions:
 - Drive the association between the brand
 - Assist in driving awareness of the brand through links to strategically relevant partnerships



Events

- Principal functions:
 - Manage the events programme for an airline to drive awareness and support marketing activity
 - Events associated with sponsorships
 - New route launches
 - Exhibitions and activities
 - Internal events
 - Sales / finance roadshows



People

- Associate brand with the person known in most/all markets and their image aligns well with the image the airline wishes to project
- Problem if the person falls from grace or if they switch allegiance (team etc.) to something the airline no longer wants to be associated with.
- Residual association



Traditional media are becoming less effective

- Market fragmentation
- Higher advertising costs
- Diminishing audiences (audience split between greater number of media choices (multi-channel TV, digital radio, etc.))
- Changes in market and consumer behaviour

Points to Consider

- Be first: In the future most of the features will be replicated eventually by other airlines but like the second man on the moon or the second man to run a four minute mile, no-one can remember who they are!
- Speed is very important: the sheer pace that an airline can move when it puts its mind to it
- Be different: Don't be different for "different" sake
 - Find what is true to your brand and let that define you and allow you to stand apart from the competition
 - Make it easy for the consumer to define you

Aircraft



Product

Stanfield
UNIVERSITY

THE FIRST NON-STOP
ALL-BUSINESS CLASS
SERVICE BETWEEN THE USA & ASIA

2008

NEWARK-SINGAPORE* | LOS ANGELES-SINGAPORE**
EXPERIENCE THE MOST SPACIOUS BUSINESS CLASS SEAT THE WORLD HAS EVER SEEN.

*Newark All-Business Class service operates three times weekly on Monday, Thursday and Saturday. Daily flights from June 30.
**Los Angeles All-Business Class service commences August 2008.



A SINGAPORE AIRLINES AIRCRAFT



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What is it about armpits?

Aer Lingus 2014

Aer Lingus 

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Car Hire

Groups

Introducing our
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Class**

More info



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Travel relaxed in our new Business Class—designed for maximum privacy and with seats that lie fully flat—so you arrive refreshed and ready for business. With your choice of 3 daily flights from JFK, depart and arrive when you want. The comfort of our new cabin and traditional Asian hospitality await you from the moment we welcome you on board.



AAdvantage



CATHAY PACIFIC

Now you're really flying

Service



Service recovery (2008)





*What I loved was
the extra effort
you took to make me
feel comfortable.*

Great service. Great people. Great fares. Visit cathaypacific.com/ka
Enjoy more than 50% off Business Class fares to Hong Kong*. Book now.



Skytrax Airline of the Year 2009



CATHAY PACIFIC

*Savings of 50% off is based on the published, round-trip Business Class fare from Toronto to Hong Kong for the same time period. This offer applies to 1-level fares only, on flights marketed and operated by Cathay Pacific. Valid on qualifying Business Class round-trip travel departing from Canada to Hong Kong from now to September 17, 2009. Sales and ticketing period: now to September 17, 2009. Maximum 30 days away. 25% cancellation charge. Change penalty \$100. This offer may not be combined with other offers unless explicitly stated in writing. Passengers are required to pay applicable taxes and surcharges. Other terms and conditions apply. Cathay Pacific reserves the right to change or terminate the offer without prior notice.

Meet the Team – Cathay (2010)

MEET THE **TEAM** Janice Cheung, Flight Attendant

Since I became a flight attendant I think I've changed a lot, certainly in the way I relate to other people.

I'm also much more positive. I used to show my feelings on my face, but I've learned that the face you give out is the

**IT WAS
QUITE TOUGH
AT FIRST."**

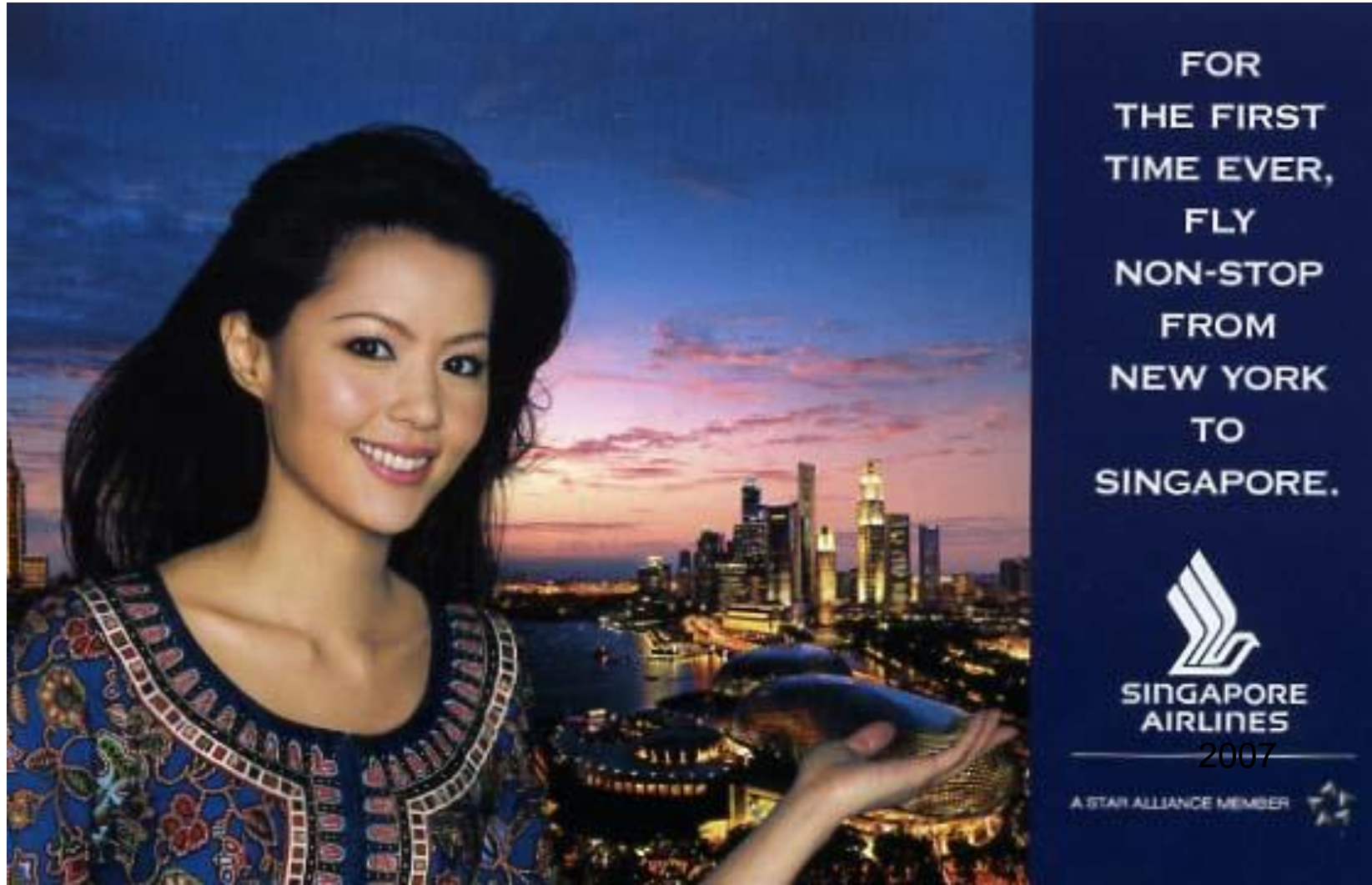
face you get back. So even if I'm feeling a bit tired, I always try to put on a pleasant smile. The moment I do that, it also works for me – my mood lightens and I feel better too.

Originally I wanted to study overseas, but I also wanted to travel. So when I heard that Dragonair – a Hong Kong carrier that flies mostly to China – was holding walk-in


interviews, I went along. But when I was offered the job I couldn't make up my mind whether to take it or not. Finally I decided I could graduate any time, but I could only




Destinations



FOR
THE FIRST
TIME EVER,
FLY
NON-STOP
FROM
NEW YORK
TO
SINGAPORE.


SINGAPORE
AIRLINES
2007

A STAR ALLIANCE MEMBER 

New destination
(with a Swiss logo!)



ZÜRICH
NOW FROM
LONDON
CITY
 BRITISH AIRWAYS



Destination culture – beyond the guidebook



PUT DOWN
YOUR MAP
AND GET
WONDERFULLY
LOST



All inclusive fares to Britain from

\$ **1,455**

From its fascinating history
and unique traditions to its
vibrant and cosmopolitan cities,
Britain is a land full of contrasts,
waiting to be discovered.
See it in style.

 **BRITISH AIRWAYS**

Book now at **ba.com**

Inbound advert
for Singapore
market

Offer applies to economy class flights from Singapore.
Fares shown include taxes, surcharges and fees. Other terms & conditions apply.

visitBritain

Alliances

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Together, Cathay Pacific and Dragonair serve over 120 destinations worldwide.

Cathay Pacific and sister airline Dragonair now serve over 20 destinations in China, over 40 destinations across Asia, and over 120 destinations worldwide.* Wherever work and leisure take you, we look forward to connecting you smoothly and comfortably with a bigger world. For details, please contact your travel agent or visit www.cathaypacific.com.my

one world
Dragonair
CATHAY PACIFIC

Now you're really flying

*Includes codeshare service.

Original concept



Humour and product

ARRIVE BEAUTIFULLY.
OUTLETS AT YOUR SEAT.
THIS IS HOW TO FLY.



NYC ✈ SF FROM ONLY \$144.*

✈ Grab a seat

Virgin america

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advertisement



Every supermodel's
favourite airline

Two extra inches of legroom on all our flights

www.goindigo.in **IndiGo**
Call 0 99 10 58 58 58 / 1 800 180 58 58 (toll free)

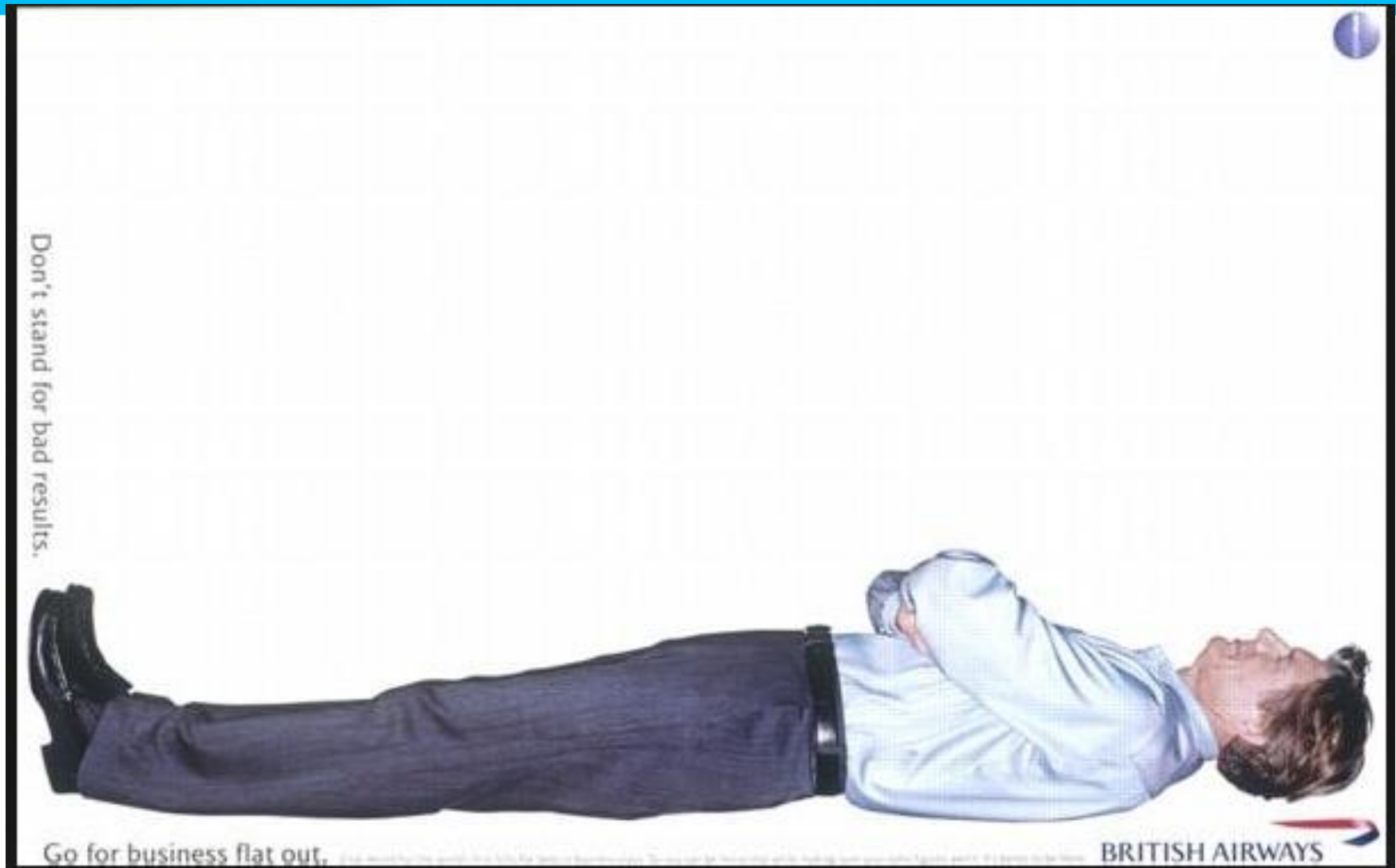
www.GoIndiGo.in Ads by Google

Humour and price





Product – Lie flat bed (M&C Saatchi, 2002)



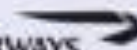
Premium Economy



World Traveller Plus. A world of space between economy and business with 7 inches extra legroom.

It's better to be there.

BRITISH AIRWAYS



Product (Freudian?)



Cabin Crew (Freudian) American Airlines 1968

Think of her as your mother.

She only wants what's best for you.
A cool drink. A good dinner. A soft pillow and a warm blanket.
This is not just maternal instinct. It's the result of the longest
Stewardess training in the industry.
Training in service, not just a beauty course.
Service, after all, is what makes professional travellers prefer American.
And makes new travellers want to keep on flying with us.
So we see that every passenger gets the same professional treatment.
That's the American Way.

Fly the American Way
American Airlines



Sex sells (still)

ALL DAY EVERY DAY LOW FARES
Jetstar.com

オーストラリアが、
近くなる。
それは、直行便だから。
おサイフにうれしい価格だから。

3月25日から、大阪 ↔ オーストラリアが、一直線。
おトクな料金についてのお問合せは、お近くの旅行代理店へ**。

さあ、あたらしい常識へ。
ジェットスター

Jetstar
A QantasGroup Airline

Happy bums! (2015)



Passengers travelling on same booking. Price based on 163,379 seats for £29.99 or under, correct at 28/11/14. For travel between 20/12/14 & 6/9/15. Additional charges for credit card payment & baggage.

And FR likes getting into
hot water.....



Ryanair takes
the piss in a
typical advert.

HOTTEST

IT GETS THEM PR COVERAGE

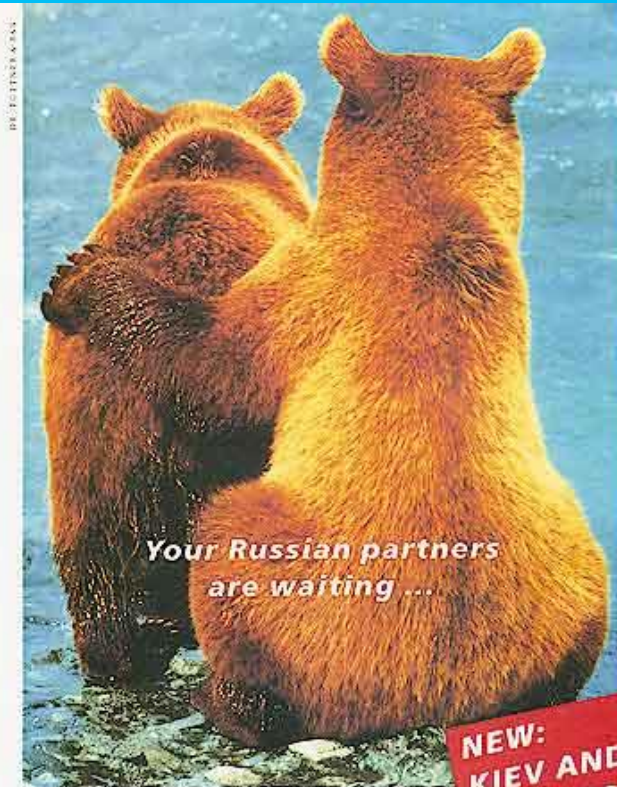


BACK TO SCHOOL FARES

But perhaps hard to reposition itself.



Cuddly things get you to emote



**NEW:
KIEV AND
LENINGRAD**

...and we can make it much easier to reach them.

Austrian Airlines and Swissair – partners within the European Quality Alliance – now fly to two new destinations in Eastern Europe: Kiev and Leningrad. From throughout Europe we'll fly you there via our airport centres at Vienna and Zurich. And you'll benefit from our know-how after landing, too. Information, assistance – and in Leningrad and Moscow we can provide limousine services for your stay, ready and waiting from the moment you arrive. You'll find we know Eastern Europe like the back of our hand. For further information please contact your travel agency or your nearest Austrian Airlines or Swissair office.

AUSTRIAN **swissair**

MEMBERS OF THE EUROPEAN QUALITY ALLIANCE



It's natural to want to be cared for.

oneworld™ is an alliance of eight airlines, with one goal: To care for our passengers.

Whether that's rewarding your loyalty with frequent flyer miles, giving you access to over 340 lounges or simply being there to look after you. Why?

Because **oneworld** revolves around you.



Outdoor promotion can be
very effective



EXCEPT AT NIGHT

So can indoors – but think
about location



Comparative/political





To Fly, To Serve BA 2011





Purpose of travel easyJet, 2011



Summary

- Advertising is just one element of the marketing bundle
- Advertisers demand results that could be measured
- Internet is a powerful tool that can be used for a variety of promotional activities
- Customer perception and acceptability of a brand is dependent on every point of contact: at the shop; the product itself; the advertising; the service....
- The message, type of celebrities, media should be in line with the image the airline is trying to project
- It is harder to match a good advert than a price cut!