

Promotion and Marketing Communication

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Airline Marketing
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Airline Promotion

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- Start with VS adverts

The Outline

- Definitions
- Advertising plan
- Objectives
- Strategy
 - Message
 - Media
 - Timing
- Summary

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

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

- 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

Promotional Tools



- 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

Advertising Objectives

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

Advertising Message

Differentiated products

Rational product attribute appeals
Information provision
Benefit claims (e.g. "I am a Mac")

Airline advertising tends to focus here

Similar products
High consumer awareness

Emotional image-based appeals
Social, ego, pleasure orientation

But should focus here

- 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

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

- 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

- 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

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.)
 - TV audience for US President's State of Union address has halved in 20 years
 - Use Twitter to engage during popular events
 - Oreo's made success of Super Bowl power cut (2013) with the hashtag #youcanstilldunkinthedark
- Changes in market and consumer behaviour

Source: Evans (1996, Jnl of Marketing Comms, Vol. 2, pp 51-65)

Social media – TAP's viral success

- Over 210,000 views in 4 days over Christmas
- Audience/participant surprise is perhaps what made this a success
 - Surprise is authentic – people relate to it, personally
 - Surprise is engaging – just watch the old lady groove to the Bollywood number
 - Surprise is spontaneous – when things just happen and they don't seem perfectly planned, others are encouraged to join in spontaneously too.
 - Surprise is not “salesy” – This was the first time TAP Portugal uploaded a video on YouTube which wasn't selling something directly to the customer. Also it is surprisingly low key on branding...In fact BA has a look in (looking bemused)
 - Surprise is funny – it makes people happy.
 - It made people who watched it want to share it with their friends online

Source: www.simplyflying.com

- Depends on the target market
- Concentrated burst of advertising can have more impact than constant low level of activity

Advertising appraisal:

- 50% of audience will notice an outstanding advert, 30% recall the main points, 25% remember the advertisers name
- Responses to adds could be monitored via dedicated telephone numbers or tracking companies

Westjet's viral campaign Xmas – 2013 29m views

- <http://www.youtube.com/watch?v=zIElvi2MuEk>



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

**First
to Fly**



A380

EXPERIENCE THE DIFFERENCE IN 2006

Product

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



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

2008



HAVE A MEETING OF MINDS, NOT SHOULDERS, ARMS AND LEGS.

Fly British Airways from London City on business and you might find you share a common concern with your fellow passengers. But thanks to our new more spacious aircraft your seat won't be one of them. In fact, you'll find that we have added a little extra space all round. We've increased the overhead stowage, we've removed the under seat rail so that you can stretch your legs out and there's no longer a middle seat. So whenever you sit next to on your next flight, we hope that you'll both find there is room for everything but improvement.

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AAdvantage



CATHAY PACIFIC

Now you're really flying

Service



Service recovery (2008)

**TERMINAL 5
IS WORKING**

See for yourself at ba.com/t5

BRITISH AIRWAYS



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

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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 fare 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 booking 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."**

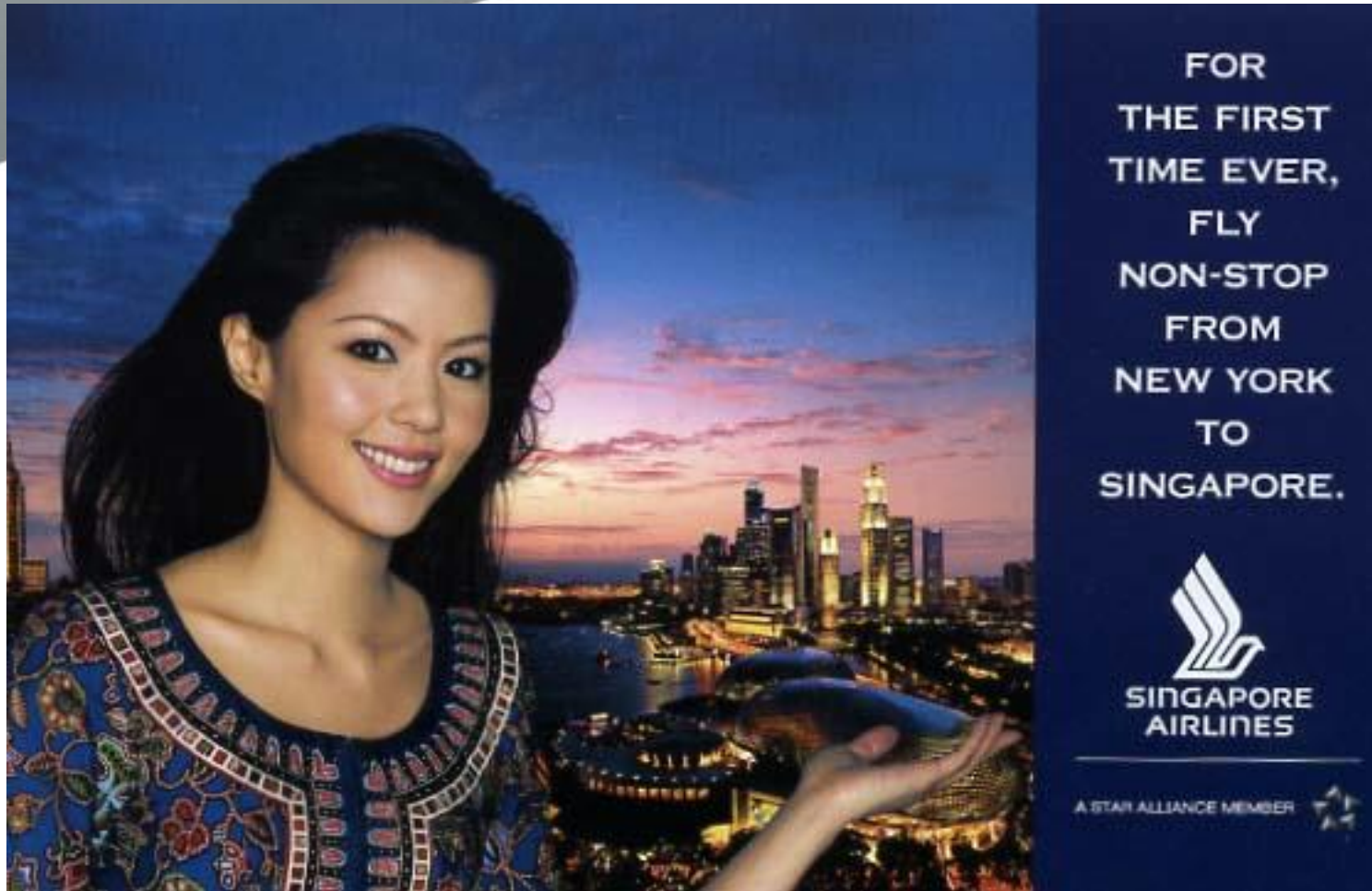
face you get back. So even if I'm feeling a bit tired, I always try to put on a pleasant smile. The moment I do that, it also works for me – my mood lightens and I feel better too.

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

A STAR ALLIANCE MEMBER 

2007

New destination
(with a Swiss logo!)





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Humour and product

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OUTLETS AT YOUR SEAT.
THIS IS HOW TO FLY.



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✈ Grab a seat

Virgin **america**

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advertisement



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FARES

EARNING
MILES

ONLINE
COMPETITION

CONTACT
US

Product - Lie flat bed



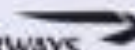
Premium Economy



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?)



Launch strategy

Beta testing, beginning soon.
ARABIAN

Oops, this section is part of the surprise.



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。

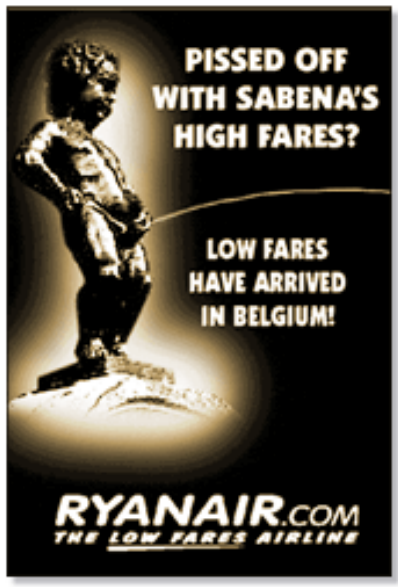
3月25日から、大阪 ↔ オーストラリアが、一直線。
おトクな料金についてのお問合せは、お近くの旅行代理店へ。

さあ、あたらしい常識へ。
ジェットスター

Jet ★
A QantasGroup Airline

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

HOTTEST



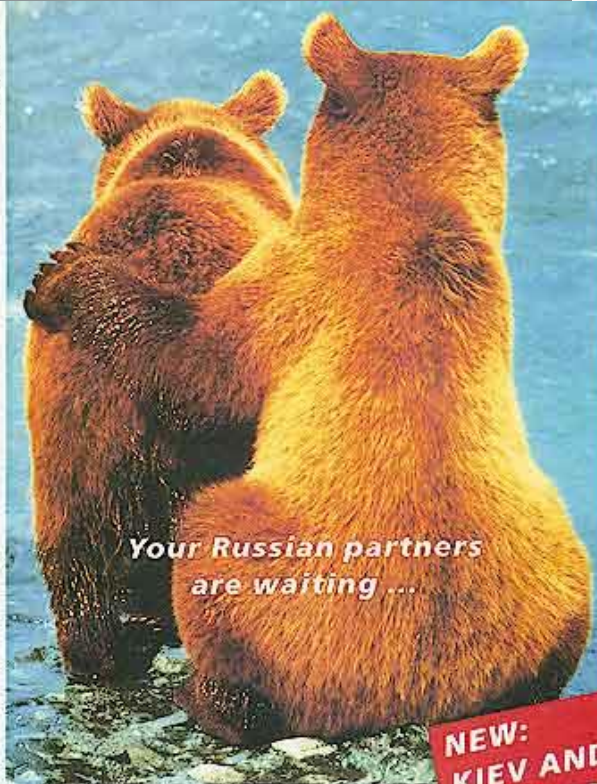
Ryanair takes the piss in a typical advert.

IT GETS THEM PR COVERAGE



BACK TO SCHOOL FARES

Cuddly things get you to emote



Your Russian partners
are waiting ...

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





Selling internal space



Advertising to the Internal Customers

- This is to promote the brand internally, in order that the employees convey the same values and product image to the customers as those given through external activities.
- Internal advertising could be used to sell unsold seats to employees friends and relatives
- It could be communicated via mail, intranet, notice boards, staff news letter, internal TV

Other Advertising

- Policy Makers

- BD make the air fair campaign to operate from Heathrow to the US
- Virgin “ It’ s time to stop BA playing monopoly”

- Trade

- This is targeted at travel agents and corporate travel managers to encourage more sales.

Business travel has changed... have you?

It no longer makes sense to waste company
money on unnecessary frills for short journeys.
Low-cost business travel is the way forward...

Frequent flights between the UK and Amsterdam

London Luton - 6 daily

London Gatwick - 4 daily

Liverpool - 5 daily

Belfast, Edinburgh and Glasgow - 2 daily

Great value flexible fares

All our fares are one way and you can change every flight for just £10
plus any difference in fare.

No rip-off day returns

No ridiculous minimum two night stay for our lowest fares

Good punctuality

Best punctuality record of all Low Cost Airlines (CAA Oct - Aug 03)

easyJet - good business sense



easyJet.com
the web's favourite airline

To Fly, To Serve BA 2011



TO FLY.
TO SAVE.

When we launched 15 years ago, those four words summed up what we believed in. And they still do.

We don't need to paint them on the tailfins, like some advertising slogan. That would just be a waste of your money.

europe by
easyJet



Purpose of travel easyJet, 2011



- 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!