the state of airline marketing
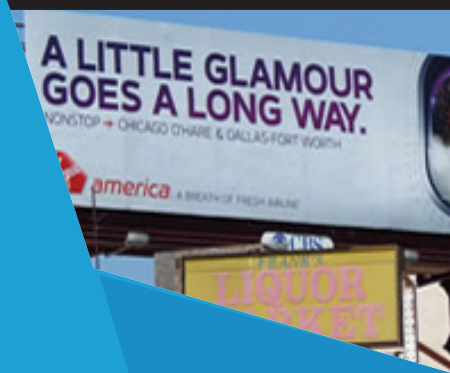
How airlines are engaging today's consumers with innovative marketing initiatives

SimpliFlying | airlinetrends.com
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welcome.

Airline marketing is undergoing a phase that's exceedingly exciting, unpredictable and creative. Faced with ever more experienced consumers, who routinely ignore the commercials and ads thrown at them, airline brands are finding new ways to break through the advertising clutter to reach and engage consumers.

Besides dreaming up experiental marketing and creative – traditional media-based – initiatives, airlines around the world are equipping themselves with the tools and know-how to conquer the digital marketing revolution, experimenting with new social media platforms and launching mobile campaigns that link the online with the offline world.

New principles, new opportunities

There are a number of factors that have contributed to this renaissance. First, this is the age of 'inclusive advertising'. Quite simply, it is no longer reasonable to expect travelers inundated with one-way marketing messages to respond "because people need to fly."

Second, effective airline marketing today employs a hybrid model. The pervasiveness of Internet and social media users almost necessitates the adoption of marketing tactics that involve both the online and offline spaces. Even when the real initiative happens offline, airlines, more often than not, depend on their online audience to spread the buzz.

Third, and perhaps most importantly, airline marketers now have access to powerful tools to run efficient campaigns that could not have been dreamt of even 5 years ago: think crowd-sourcing, location-based campaigns and the like.

Marketing to the Connected Traveler

Today's travelers are no longer contented with just accepting whatever good or ill the airline dishes out to them. They are extremely tuned in to the power of social media, as citizens of a virtually connected world. An airline brand can no longer be "controlled" by the management and corporate speak.

The bottom-line: Airline brands are moulded as much by management direction as by the goodwill of social advocates. If you're not where your customers are, if you're not connected to them and tuned in to their behavior, you're going to lose a lot of business. The bad news is you cannot control the flow of opinion about your brand online. The good news: customers are happy (and in fact they want) to engage with you and spread a good word about you. Be transparent, responsive, and helpful online. That'll go a long way!

Airline Marketing Benchmark Report

In such a fast-moving environment, it is important not just to be creative and innovative yourself but to be more striking than your immediate competition as well. However, given the speed at which things move in digital media, it is no easy task to stay on top of the latest trends, fads and innovations.

Over the last six months, SimpliFlying and airlinetrends.com have published a premium **Airline Marketing Benchmark** Report. Published monthly, the report contains a selection of 15 of the most innovative marketing and advertising campaigns launched by airlines around the world and assesses their impact.

Across the close to 100 innovative marketing initiatives that have been featured to date, we have identified 8 trends that range from experiental to location-based, co-creation and social loyalty initiatives and reflect the current state of airline marketing. This is the time to be creative and to dream big!

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Airlines have used crowdsourcing as an effective means to a variety of ends such as product innovations, for a tablet application, loyalty tier rewards and for improving hand luggage respectively.

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In today's online arena, those brands that come up with a creative and compelling 'traditional' commercial will be rewarded for their creativity as their work will spread very fast around the world.

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An internet meme is a concept that spreads from person to person via the internet. It can be anything from an image to a video to a hashtag. The popularity of internet memes and their deep association with the "internet culture", makes them an effective marketing tool for airlines to create buzz around their brands.

experiental

Faced with ever more experienced consumers, who routinely ignore the commercials and ads thrown at them, airlines are finding new ways to break through the advertising clutter and are turning to brand experiences in order to capture the imagination of today's consumer. In an age of social and digital media, here are four real-world tactics:

brand spaces
Real-life interaction in a non-aviation setting is an effective way for airlines to let the public experience their products and services. For example, Delta has created 'Sky360 Lounges' at food festivals and at home venues of sports teams the airline sponsors, while Southwest has established outdoor café's NYC, Denver and Atlanta. On a

similar note Air France and Austrian let food trucks tour Manhattan that handed out free food.

onboard events
A growing number of airlines organize surprise onboard events in order to add an extra dimension to the flight. And if the initiative really catches on, the news will spread fast via social media, and generate lots of relevant exposure. Examples include airBaltic's 'onboard magician', Southwest's 'Live at 30,000 Ft' concert series, Virgin America's 'Mile High Fashion Shows' and Finnair's 'Angry Bird'-themed flight.

flashmobs
Wiith their surprise and creativity factor, flash mobs have been on the rise with airlines looking to draw customer

"consumers routinely ignore the commercials and ads thrown at them, airlines are finding new ways to break through the advertising clutter"

attention in an unconventional way. The viral nature of the videos of these flashmobs is huge, with Finnair's surprise onboard celebration of National India Day being viewed nearly 5 million times on YouTube and Turkish Airlines' 'onboard samba' generating 1 million views so far.

surprise gifts
By infusing their marketing initiatives with an element of geberosity, airlines generate much needed sympathy in return. We have seen airlines such as Virgin America, Delta, Brussels Airlines, SAS, and airBaltic use the luggage belts in the baggage claim area to surprise passengers with free gifts to celebrate Christmas, Easter or Valentine's Day, while LAN has surprised patrons of restaurants in the US with a free ticket.

experiental
Delta 'Power Up Lounge' at TED2013

As part of its status as the official airline for the annual **TED conference** in California, Delta showcased its renewed focus on sleep at the 4-day conferende at the end of February.

The airline hosted a talk from renowned Oxford neuroscientist and sleep expert Dr. Russell Foster addressing jet lag and how the eye tells time and demonstrate his research in action with the world's first '**Photon Shower**' – a small light chamber that conference attendees could enter for a short period of time to help reset their body clocks through a personalized, rejuvenating light treatment.

According to Delta, the Photon Shower was designed to illustrate--in a fun and creative way--how serious the airline is about ensuring its passengers can sleep on its planes while they are en route to their destinations.

The Photon Shower, along with Delta's new amenity kits, charging stations and a juice bar, were located in Delta's "**Power Up**" lounge, a space designed to help revitalize and energize TED attendees. Conference goers could also relax and wind down in Delta's "Power Down" lounge, a second '**brand space**' featuring flat-bed seats with Westin Heavenly In-Flight bedding, nap pods, and white noise calming music. Delta also installed a '**Sleep Bar**' at the Westin Long Beach to promote its new inflight amenities **partnership** with Westin Hotels.

> "The Photon Shower was designed to illustrate-in a fun and creative way-how serious the airline is about ensuring its passengers can sleep on its planes while they are en route to their destinations."

social care

The biggest, and perhaps the most fortunate, casualty due to the growth of social media has been the laidback attitude of airlines with respect to customer-service. Rewind to the call-center age and you're likely to recall bitter memories of endlessly busy lines, a frustrating experience involving pressing an endless sequence of numbers and ultimately, if you're very unlucky, a by-the-book customer-care agent.

Not any more. Social networks such as Facebook and Twitter – with their huge audiences have woken airlines up to the need of offering real-time customer service via social channels.

Consider a simple fact: today's traveler is almost always tuned in to his social networks via a mobile device while travelling. In times, when frustration with a product or service can be vented (and spread) in an instant, it is important for airlines to tackle the problem at the place where it occurs.

The need for customer service via social channels is two-fold: first, customers expect information to be disseminated and questions to be answered on their social networks. They no longer have the patience to wait on a busy phone line. Second, if such expectations are not met, and complaints go unheard, the resultant online backlash is likely to damage the brand significantly.

However, apart from the necessity of the function itself, there are also advantages to offering customer service through such channels. For the airline, it can act as a significant branding exercise, building goodwill and customer support, since everyone can see the responses.

Moreover, it can also better assess problems (especially those related to operations) in real-time and rectify them. The best part is that even other customers, who know the answers, might chip in to help those in need. For customers, such channels are a welcome relief from the past and symbolic of a brand that is more sensitive to their needs.
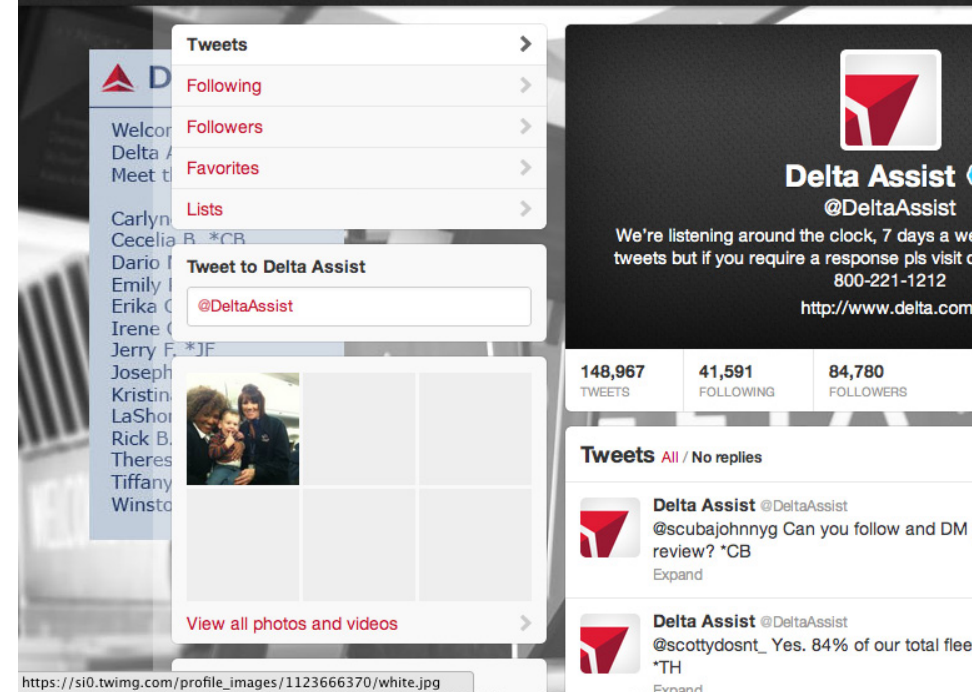
> "consumers routinely ignore the commercials and ads thrown at them, airlines are finding new ways to break through the advertising clutter"

social care
Delta Assist

In April 2010, when Delta Air Lines decided to dedicate a Twitter account, **@deltassist**, purely to addressing customer service issues, it was hailed as a revolutionary move. It was arguably also the first major step towards moving to an era dominated by customer-brand interactions that would primarily occur online. Delta Assist's success – measured as a function of how delighted customers were to receive speedy responses to their queries online – saw the team behind the Twitter handle grow manifold as it scaled up to respond to the steadily increasing number of queries that customers asked online. Delta Assist expanded from Twitter to responding to queries on Facebook

as well. At the same time, it inspired other airlines to set up similar social care accounts on social media.

Delta Assist promises to offer 24/7 support and claims to reply to every query within 9 minutes on average, a benchmark that the rest of the industry is racing to catch up with. It has amassed a Twitter following of over 80,000 people and an average day sees it send out over 110 tweets.

Today, Delta Assist remains the most prominent example of how social media can be effectively used to provide not just speedy customer support, but also to disseminate a variety of other information to a large number of people with very little effort.

OTHER NOTABLE SOCIAL CARE INITIATIVES are being run by airlines such as KLM, SAS, American Airlines and AirAsia, who are already investing significant resources in their social care platforms.

on location

Brands want to reach customers where they are. Instead of pulling customers and users out of their comfort zones, airlines are increasingly "going to the customer". And what better way to do this than to design initiatives based where you are located?

Turkish Airlines, for example, tapped on the Olympic fever with a QR-code based campaign at strategic bus stops in London. American Airlines promoted the addition of a new Boeing 737 into its fleet by organizing a scavenger hunt in Miami based around a Twitter hashtag. Lufthansa, meanwhile, lets passengers

compete to become the 'mayor' of a route by rewarding frequent flyers with the most Foursquare check-ins on each flight.

The rise of location-related initiatives, from GPS-based apps and social network initiatives to real-life scavenger hunts, or discounts hidden in a square are part of efforts to humanize the social media experience and connect the real-world with the virtual. Contrast this to airline marketing of the yesteryears where the only true connection you would have made with the airline brand would have been at the airport and, subsequently, within the plane itself.

"From the Internet of Things to Augmented Reality, new technologies are rapidly fusing online and offline, ensuring that consumers are never fully offline. Responding, brands are designing experiences that bridge the gap between consumers' real and virtual worlds."

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Air France 'Music in the Sky'

The latest campaign that comes out of Air France's **Music**' is a global mobile music discovery app. 'Music in the Sky' is an app for iPhone and iPad that allows users to 'unlock' new tracks by pointing their devices upwards to the sky. The app uses an augmented reality element for users so that songs show up on the screen as little dots with music notes inside them. Users can then capture a song and add it to their playlist.

'Music in the Sky' also features different tracks in each country; so frequent travellers can discover more music through the Air France Music mobile platform. Additionally, users can test their music knowledge on the app to win "other unreleased tracks, concert tickets or even air tickets" by finding hidden games in the sky during certain times of the

year. Says the airline's SVP Corporate Communications Adeline Challon-Kemoun, "music plays a **central role** in brand communication" for the airline"

Downloadable through the iTunes store, the app was **announced** across Air France and **Air France Music**'s social media profiles, giving it exposure to nearly **120,000 fans**. Additionally, publications such as **PSFK** and **FastCo** picked up on its blend of music, travel and tech.

OTHER NOTABLE CAMPAIGNS include Turkish Airlines's QR Flags campaign during the London Olympics, American Airlines' #Hello737 initiative to welcome its new airplane and Delta Air Line's 'Find the Red Coat' scavenger hunt.

> **"Users can test their music knowledge on the app to win 'other unreleased tracks, concert tickets or even air tickets' by finding hidden games in the sky during certain times of the year.**

back to reality

Airlines have recognized the changing social dynamics brought about by social media. Today, celebrities are more accessible than ever before. And the ordinary person has the opportunity to gain stardom – perhaps more than ever before in history. In fact, it is the ordinary person's voice that is heard louder and clearer on the internet and social media these days – consider the political, think about the Arab Spring; consider amateur stand-up comics gaining widespread popularity.

For airlines specifically, the common man is important for two reasons: large audiences are willing to speak to you and support you if you give them a say in your brand; conversely, the same audiences will not hesitate to wreak havoc on your brand online if brushed the wrong way or ignored.

Keeping this in mind, airlines have woken up to the need to connect with "real" people. Moreover, it's not just about real people but real situations as well, away from the fantasies of yore. There is a growing focus on everyday people, away from stereotypes, supermodels, celebrities and professionally made pictures/videos.

There is a tendency to seek user-generated content or create content that does not look tailored to the extent of appearing artificially professional. Airline staff is being encouraged to share their non-corporate life and day-to-day business, user-generated content is reigning supreme. Idealized images no longer work on social media, it's a democratized world of communication were only real, or, crucially, "real-looking" works.

"To truly prosper, brands will have to 'move with the culture' and become more human: empathetic, transparent, generous, humble, honest, humorous."
– trendwatching.com

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back to reality
American Airlines 'Behind The Scenes'

AA's 'Behind the Scenes' initiative focuses on providing a human view of the goings-on behind the scenes of the airline's operations. American created a series of short videos on YouTube in which people who work with American Airlines every day were interviewed. The documentary-style videos feature topics like the logistics of weather delays, the de-icing process to what happens to passengers' bags after check-in.

Airline officials say that in an age when a traveler's gripe can echo loudly across the Internet, American Airlines are launching video programs aimed at giving customers a realistic look at the inner workings of their operations.

Says Jonathan Pierce, AA's director of social communications: "We're really just trying to be more transparent and more open, and social (media) is about giving the customer an opportunity to connect with American and have a conversation with the brand, and we're embracing that. We feel as though this is a great way of saying to our customers, 'Tell us what you want to hear from American. Tell us what you what to know.'" American's campaign has been well-received, peaking at nearly **11,000** views for the checked-bag video, with numerous blogs and sites taking note of AA's more open style of communication.

"We're really just trying to be more transparent and more open, and social (media) is about giving the customer an opportunity to connect with American..."

OTHER NOTABLE CAMPAIGNS include: Vueling's AirGallery, Southwest Airlines' 'Business Travel Challenge', TAM's 'Dialogos' , Virgin Atlantic's 'Air-prentice' , Air New Zealand's 'The Great Walker' and Cathay Pacific prominently featuring its crew in its campaigns.

crowdsourcing

Crowdsourcing, put simply, is the seeking of ideas, opinions, solutions or feedback from large audiences. While this can also be done offline, the existence of social platforms has made it very simple and easy to instantly reach out to many people and tap their brains.

The ever-increasing numbers – and, by extension, existing and potential customers – on social media, have brought with it a handy two-way advantage for airlines. Firstly, large audiences are a treasure-trove of ideas and inspiration.

Secondly, inviting your customers to have a say in your brand or product is a great way engage them. It also makes them feel like they have a skin in the game, which subsequently builds customer loyalty. Often, rewards are given for inputs as well, further strengthening the bond between the customer and brand.

Airlines have used crowdsourcing as an effective means to a variety of ends such as product innovations, for a tablet application, loyalty tier rewards and for improving hand luggage respectively.

"Brands are opening up: adopting a humble attitude and accepting that they might not be the (only) source of good ideas. In this way, traditional distinctions between consumer and producers are increasingly blurred."
– trendwatching.com

crowdsourcing
Baltic Miles 'Brainstorm'

BalticMiles, airBaltic's stand-alone multi-partner loyalty program, launched its **Brainstorm** platform with **SimpliFlying**, on Facebook. The idea behind the initiative involve BalticMiles program members in program and promotions design and partner recommendations to best suit their needs.

Each month, a specific topic for idea-generation is put on Brainstorm, and the top 20 ideas submitted by members which reach 100 "Likes" receive 5000 points each, with the top 3 ideas selected for implementation by airBaltic receiving 100,000 points and a collaborative execution process that involves the "winners". On its first **run**, Brainstorm received over 400 ideas, measured about 6000 interactions, and added 1500 new fans within 30 days, in addition to receiving well over 20 ideas with more than 100 "Likes".

BalticMiles announced its first fan-inspired project three months after the campaign - A rewards project that guaranteed bonus points to all loyalty members who visited 5 merchant partners within a period of time. In February 2013, BalticMiles **won** the Global Innovation in Technology Award at **Loyalty 2013** for its Brainstorm initiative. Going forward, BalticMiles hopes to grow to **3 million members** from 500,000 now by 2015. Full case study **here**.

OTHER NOTABLE CAMPAIGNS include Vueling's airgallery, JetBlue's 'Think Up', Lufthansa's 'Future of Hand Luggage', KLM's Delicious Art Sandwich Packaging and TAP's 'Give Wings to Your Sandwich'.

viral videos

In today's online arena, those brands that come up with a creative and compelling 'traditional' commercial will be rewarded for their creativity as their work will spread very fast around the world. For example, relatively unknown Norwegian regional airline Wideroe saw its very cute '**Grand Pa's Magic Trick**' commercial 'take off' online with over 1 million views on YouTube.

Turkish Airlines, meanwhile, received global recognition because of its clever '**Fly With The Best**' commercial which brought together basketball "best" Kobe Bryant with soccer "best" Lionel Messi. Launched on YouTube in early December 2012, the commercial brought in over 53 million views within a week (and over 100 million views so far).

The biggest development, however, has been the revival of the traditionally boring airline safety video. As airlines are thinking outside the box to create flight safety videos that passengers, and those safely on the ground, actually enjoy viewing, some of the videos have become commercials in their own right.

Started as a way to get the attention of flyers onboard, most notably Air New Zealand has developed a reputation for its unusual safety videos, with previous versions featuring flight attendants wearing nothing but body paint, fitness guru Richard Simmons taking passengers through an exercise routine, and another featuring the nation's All Blacks rugby team.

For Air New Zealand the unconventional videos are about much more than checking off a box on safety regulations: they have become part of the airline's identity, doubling as marketing tools and raising awareness of the carrier around the globe. Says Jodi Williams, head of global brand development at ANZ, "We don't have big budgets for big advertising. So we have to work really hard to make our dollar stretch and get our share of voice."

More recently, airlines such as Delta, Thomas Cook and Portugal's TAP have taken to their own creative ways to develop their safety briefing. Delta Air Lines, for example, invites fliers to find various bizarre details in their safety videos — a "What's wrong with this picture?" approach that includes cameos by a big yellow robot, a tiny suitcase and the semifamous flight attendant known as Deltalina.

"We don't have big budgets for big advertising. So we have to work really hard to make our dollar stretch and get our share of voice."

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viral videos
Air New Zealand
"The Bear Essentials
of Safety"

Air New Zealand has become known for its inventive approach to the onboard safety briefing in order to attract the attention of passengers on board. The video have also prompted much free publicity, and have become de facto commercials for the airline thanks to their viral succes online.

ANZ now has taken the survival theme to a new level by asking British adventurer and Man v Wild star Bear Grylls to take passengers through the basics of luggage stowage, seatbelts, oxygen masks. The video, called '**Bear Essentials of Safety**', contains no actual shots of a plane interior.

Rather plane seats and passengers appear at various stunning outdoor locations, as you can see in the video. The video features Grylls keeping up his familiar pattern ofsurvival tips, stowing a fish in an overhead bin (a moss-covered hole in a rock), eating the exit path lighting (glow worms) and oxygen masks falling from a tree, which Grylls described as a could-be "portable loo."

Online viewers of the "Bear Essentials of Safety" can also win a trip for two to New Zealand from anywhere in the world by answering a question below the video.

The video has already been viewed online by more than **2 million people** on YouTube, nearly 400,000 hits on Chinese site Youku.com, and received extensive coverage from media around the world. The most successful safety video so far has been the airline's **Hobbit-themed** clip, which has clocked up more than 10 million views on YouTube.

social loyalty & gamification

Many airlines today have discovered that a better way to engage customers is by gamifying the experience. Gamification, in a nutshell, is the addition of a competitive element to an engagement tactic, which leverages the inherent human desire to do better than others. It can be as simple as collecting more virtual points than peers or "truer" gamification such as competing in an online game-show.

Contrast this with airline marketing of the not-so-distant past where broadcast advertising campaigns ruled the roost, there was no prerogative to engage the customer and the only rewards would have either been one-off, no-contact ticket contests that resembled lotteries, or in the long-run, miles earned as a Frequent Flyer.

Virtual check-ins via location-based social networks have been growing rapidly. For example, Foursquare **claims** that in 2012 they added nearly 15 million new users, and had their 3,000,000,000th check-in. Recently, Atlanta Airport became the first Foursquare location to clock over a million check-ins.

In reponse, airlines are tapping into location-based services to track loyalty in terms of repeat visits as well as social advocacy. Even airlines with traditional loyalty programs have started toying with the idea of driving loyalty by engaging customers online. Offering real-world rewards for virtual actions creates brand champions: People who think highly of the brand and are willing to gladly promote and recommend it.

For example, Air New Zealand rewards Foursquare Mayors (people with the most number of Foursquare check-ins) of certain terminals with free access to their Koru Lounges. Across the Pacific, when Virgin America cleverly set up a social scavenger hunt for guests to discover its new hub at San Franciso Airport's Terminal 2's innovative features, guided by Foursquare "check-ins". By virtually "checking-in" at various spots in the airport and announcing their presence on social networks such as Facebook and Twitter, participants earned badges redeemable for prizes.

> **"Many airlines today have discovered that a better way to engage customers is by gamifying the experience"**

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social loyalty & gamification
Delta x TripAnomaly

Several airlines have launched initiatives that incorporate social elements into their loyalty programs. Examples include Virgin America's work with **TopGuest** to award Elevate points for check-ins, JetBlue's similar deal with Facebook Go Places, and Estonian Air's **AirScore** which rewards its social advocates with points that can be redeemed.

The latest initiatives comes from Delta and TripAnomaly, a travel startup, who have jointly launched an initiative to award SkyMiles for location-based check-ins. In this **arrangement**, SkyMiles members can

share their location at a Delta terminal or gate area at the airport on Facebook to receive 80 SkyMiles per check-in.

The check-in takes place through TripAnomaly's own website, via which it is posted to Facebook. The back-end infrastructure to track check-ins would be provided by TripAnomaly to SkyMiles for Delta to award. While loyalty points have often been seen as applicable mainly for frequent-flyers, apps and services like TripAnomaly's can be seen as the entryway for increased engagement with a greater number of travellers.

OTHER NOTABLE CAMPAIGNS include JetBlue's Go Places initiative and Air New Zealand offering free access to their Koru Lounges to Foursquare mayors.

meme jacking

Any regular user of the internet and social networks would be no stranger to internet memes. Examples abound: Cat photographs, Gangnam style dance parodies, "Harlem Shake" videos, Lolspeak and many more.

Simply put, an internet meme is a concept that spreads from person to person via the internet. It can be anything from an image to a video to a hashtag. The popularity of internet memes and their deep association with the "internet culture", makes them an effective marketing tool to promote and create buzz for products.

Airlines have jumped on to this bandwagon as well. Lufthansa, for instance, hopped on to the fad of "**planking**" to promote their new lie-flat business-class seats. British Airways recently held a

Gangnam Style route launch for their new flight to Seoul.

While memes are a great way to ride a wave of popular culture and engage audiences, it is worth remembering that memes generally have a short shelf- life. Hence, good timing is essential for such initiatives. Incorporate a meme that is past its time and you will likely be derided.

Furthermore, such initiatives are likely to be enjoyed more by a younger demographic; hence, adequate care must be taken to match the initiative with the target market. The good news is that it's easy to track the latest memes and fads and they are a very cost-effective solution to promoting products and offering good reach within audiences.

"I Kiss You! is one of the first widely circulated Internet memes based on the personal homepage of Mahir Cagri from Izmir, Turkey, who unknowingly pioneered the movement back in 1999."

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meme jacking
Lufthansa 'Business Class Planking'

Lufthansa was the first airline to take delivery of the passenger version of the new Boeing 747-8i last year, which also featured the airline's new full-flat Business Class seat.

To promote its new Business Class product, the airline collaborated with German creative firm Kolle Rebbe to create a short campaign putting a humorous spin on the act of lying down. The spot features people in lie-flat positions in various locations around the world such as libraries and diving boards, with copy stating that Lufthansa's launching a guaranteed lie-flat experience "Because

people like lying down." The idea behind the video, which has generated nearly 200,000 views on YouTube so far, was that people naturally like to lie down, and that Lufthansa makes it happen with just one touch in the new Business Class cabin.

To drum up curiosity, the day before the release of its 'Planking' spot Lufthansa released an 11-second teaser on YouTube showing a man planking and copy stating "One more day." This video alone got over 3,300 views. The 'Planking' commercial was also featured on television in Germany and at cinema preview screenings in India.

OTHER NOTABLE CAMPAIGNS include EasyJet France's Urban Knitting artwork to show its connectivity in Europe, Lufthansa India's Go Full Flat ad spot, T'way Airways' T'Way Style Parody and British Airways' Gangnam Style Route Launch.

stay in the know.

The airline benchmark report

Published by airline branding specialist SimpliFlying and market research agency airlinetrends.com, the Airline Marketing Benchmark Report contains a wide range of airline marketing case studies each month, providing you with the latest and most innovative social, digital, experiential and traditional airline marketing campaigns, and assesses their effectiveness.

Whether you're looking for inspiration or are eager to help your airline move into the next stage of engagement, while also understanding how your airline marketing initiatives compare to campaigns from competitors in general, these reports are indispensable for airline professionals working in the field of marketing and corporate communications. The monthly

reports helps agencies that work with airlines stay on top of the latest airline marketing innovations and initiatives.

For any questions about the report, please contact Shubhodeep Pal at shubhodeep@simpliflying.com.

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"The Airline Marketing Benchmarking Reports have proven to be an effective resource for monitoring airline advertising and social media campaign trends. Airlines that consistently seek to differentiate, innovate and find new ways to connect with passengers will find these reports to be an invaluable tool for creative inspiration and benchmarking."
– Dan Neville, Regional Director, Airline Marketing, Boeing

"The monthly benchmark reports are a great resource for Turkish Airline's marketing strategy. In today's world, where the flow of information is constant and overwhelming, these reports are designed to serve the most relevant and inspirational case-studies from the global airline sector. They fulfil our needs very well."
– Neşet Dereli, Interactive Marketing Manager, Turkish Airlines

"LAN Airlines has found these benchmarking reports very insightful when it comes to staying abreast of the latest marketing innovations. We have been able to use these case studies in our strategy meetings, to ensure we stay ahead of competition as the leading airline in Latin America"
– Emiliano Homps Borrajo, Director, International Marketing, LATAM Airlines Group

about us.

SimpliFlying

SimpliFlying is a leading consulting frm that has advised over 25 airlines and airports on customer engagement and marketing strategy. SimpliFlying's growing clientele includes Lufthansa, IATA, Estonian Air, airBaltic, LAN Airlines, Toronto Pearson Airport and manufacturers like Airbus and Bombardier. One of the Top 5 most influential on Twitter with over 10,000 followers and with over a million views on YouTube, SimpliFlying.com is also recognised by FlightGlobal for being one of the Top 2 leading aviation blogs. Get in touch at **engage@simpliflying.com** or visit **www.simpliflying.com**.

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