



**In-Flight Advertising Proposal for GoAir**

## Why Airline Media???

### **Because.....**

*Reach high net worth captive customers for distraction free viewing of your ads for 1 – 5 hrs.*

*High dwell time allows for a greater depth of engagement with a captive audience, greater levels of recall, retention and higher levels of motivation and brand empathy.*

*Studies show that over 80% people who saw Inflight Advertisements during their flight were able to recall the brand/message with over 35% increase in intent to purchase.*

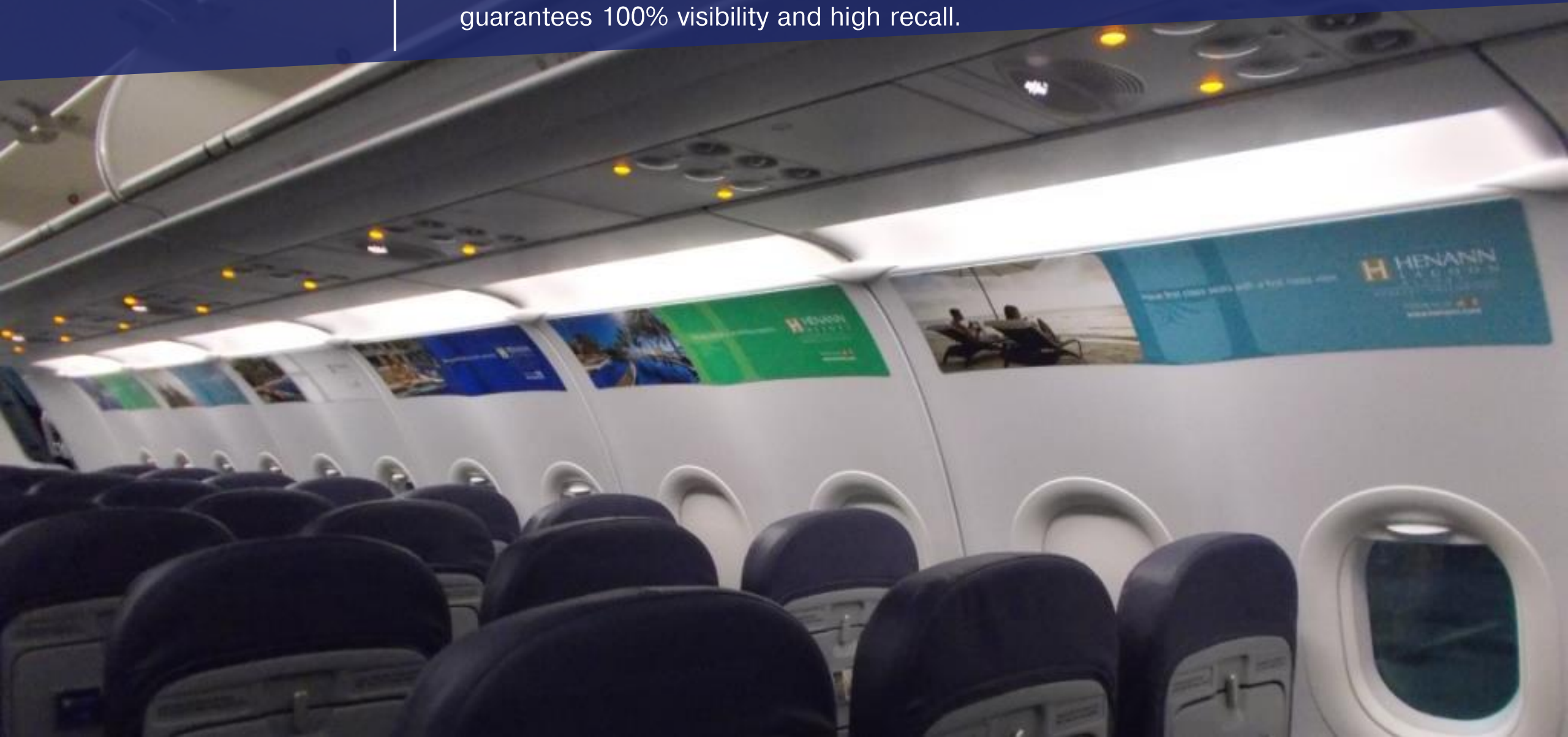
*No other traditional advertising media is able to achieve even half the unaided recall of in-flight advertising.*

*Best way to reach out to both the Business Traveller as well as the Leisure Traveller.*

**Skyline Panels** start from the front of the cabin, and go all the way to the back on both sides creating 100% visibility and impact for the passengers.

Large format media above the windows, across the length and breadth of the aircraft guarantees 100% visibility and high recall.

# Skyline Panels





## **Branding Zone !!!!**

Visible at all times, this media avenue can be used to create a storyboard, promote multiple key features of your products/ services to keep passengers engaged through the flight. View Time of 1 — 4 hours per flight with a captive, high net worth audience. There will be 14 -16 panels on each side making it a total of 28 - 32 panels inside each aircraft.

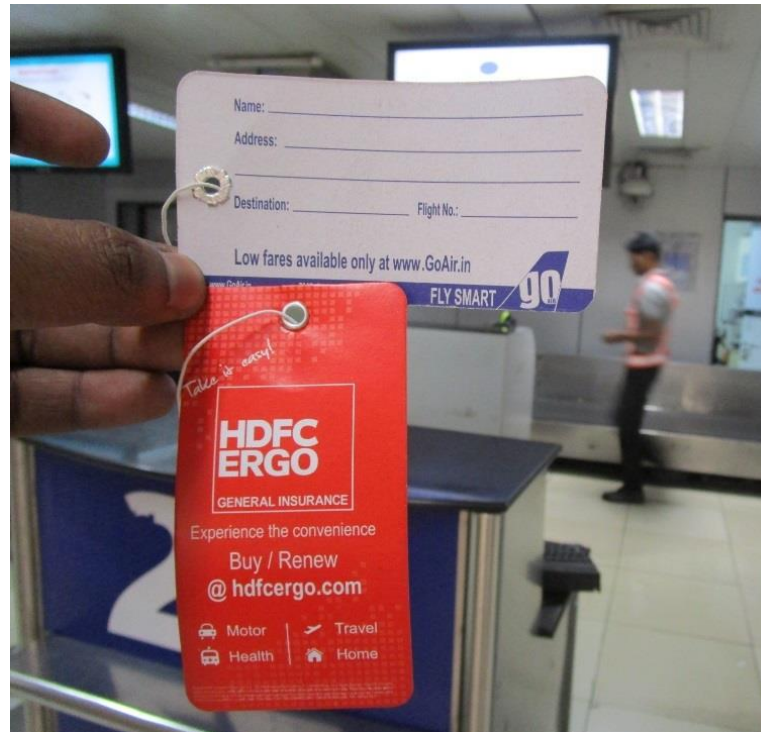
# Commercial: Skyline Panels



<b>Advertising Type</b>	<b>Qty</b>	<b>Rate (Rs.) Per Aircraft/Per Month</b>	<b>Production (Rs.) Per Aircraft</b>
Skyline Panels	1 Aircraft	450,000/-	Inclusive

34 Skyline Panels in each Aircraft, none on the front rows and the emergency exits  
VAT as applicable. Lead Time: 3-4 weeks. \*Graphics Printed in U.S.A.  
Size : 36.95”(W)\*8.25”(H)

# Baggage Tags - Talk to passengers even before they board the aircraft !!!



1. Baggage Tags are perfect to cover all the passengers of an airline. Can be customised in the shape of your product / brand.
2. Extremely popular across the world and are available at extremely low cost per contact. Cost effective, efficient and personalized.
3. Approximately over 1.2 million baggage tags printed every month.
4. The Tags are personally put by the passengers on their bags and lot of passengers retain the tags on their hand baggage for a considerable amount of time. They are removed personally by the passenger on reaching their destination.

# Commercials: Baggage Tags



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
<b>(per cycle / month)</b>			
Baggage Tags	1.2 million	22.50 lac	Inclusive for Standard Sizes Extra for Customization

Taxes as applicable

Lead Time: Boarding Passes, Baggage Tags, 2-3 weeks.

Size : 10.5cm (L) \* 5.5cm (B)

## Why Advertise on GoAir???

### *Because.....*

Go Airlines (India) Ltd. is the aviation foray of the Wadia Group. It operates its services under the brand GoAir.

In November 2005, GoAir launched its operations as a low-fare carrier with the objective of commoditizing air travel and offering airline seats at a marginal premium to train fares across India.

The airline currently operates over **140 daily flights** across **22 destinations across India**.

It has a fleet of **19 brand new A320s** with all economy seating for 180 passengers and an average load factor of 80%.

GoAir ferries over **8.0** million passengers per annum.

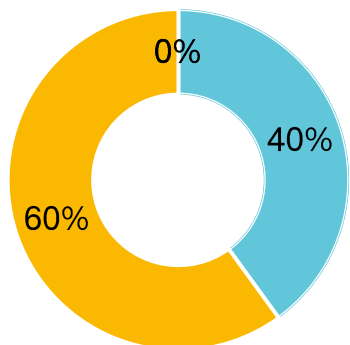
Airline Passenger Growth in India is expected at over 22% in 2016. GoAir is expected to grow more than that.



# GoAir Passenger Demographics...

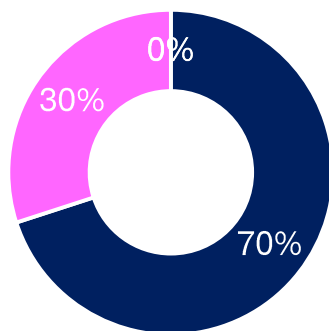
## Travel Mode

- Leisure travel
- Corporate/Business Travel



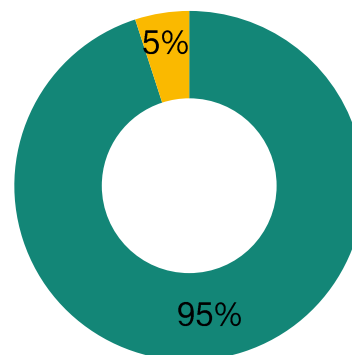
## Gender

- Male
- Female



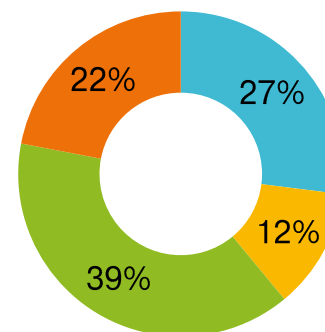
## Traffic

- Domestic
- International/Onward



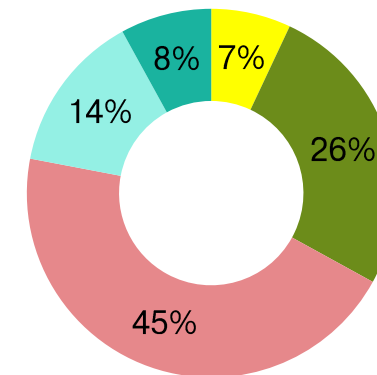
## Income

- SME
- PSU



## Age

- Below 20
- 21 - 35
- 36 - 45
- 46 - 60
- 60 and above



# Route Map

22 destinations

19 aircrafts

140 daily flights

Over 8.0 million  
passengers  
annually



We specialize in Innovative Airline & Airport Advertising since 2006.

We work with several airlines in India & S.E. Asia providing innovative advertising solutions such as Aircraft Wraps, Skyline Panels, Overhead Bins, Bulkheads, Seat Back Devices, Product Sampling, Announcements, Boarding Passes and Baggage Tags.

We also work with select airports across India including Hyderabad, Pune, Chennai, Kolkata, Goa, Coimbatore, Aurangabad, Vizag, Vijaywada and Tirupathi on varied media such as: Product Displays, Aerobridges, Digital Displays, Chargers etc.

We also work with Airport Business Lounges across India for Newspaper Wraps, Chargers, Product Sampling/Display etc.

With more than 300 aircrafts and media at 10 airports / lounges available for campaigns (and growing), we have the ability  
to reach over 100 million passengers annually

# WE ARE UNIQUE FOR MANY REASONS



We're the only media company holding the required certifications to place graphic display advertisements in the most desirable locations inside commercial aircraft.



We have developed a unique program with Airlines to make onboard advertising more appealing.



We're connected around the world.



We can provide an advertiser with MILLIONS of impressions and a huge exposure time with just one airline.



Our teams know airlines and how they work.



We are the global leader in airline innovations and campaigns



We're a one-stop-shop if an advertiser needs resources—from creative design to launch.



We can create "Branding Experiences" that range from pre-flight to exterior aircraft wraps, to fully branded interior and digital advertising during the flight straight on the passenger's own device.

**INDIA**



**SOUTH EAST ASIA**



**MIDDLE EAST**



**EUROPE**



**AMERICA**



# They Love Working With Us...

**Telecom**



**Hospitality**



**Tourism**



**Financial**



**Electronics**



**Automobile**



**FMCG**



**MISC**



## Awards we are Proud of....

- 2016 :      Gold — Innovation Meal Tray Cards — Eureka Forbes Seatback Devices  
 Gold — Best Use of Celebrity Endorsement — Schmitt Sampling  
 Gold — Creativity — Renault Kwid Meal Tray Wrap
- 2015:              Gold - Stayzilla Branding on security trays
- 2013:              Confederation of Indian Industry (CII) South —  
 Emerging Entrepreneur of the Year
- 2012:              Innovative use of moving Media — Nokia Experience Plane  
 Best Format Innovation - Nokia Lumia Aircraft wrap  
 National Media Owner of the Year: 2012 OAC Awards
- 2011:              Best Format Innovation - Tata Photon Meru Voice-Over  
 Best Format Innovation - Idea Jet In-flight Announcement  
 National Media Owner of the Year: 2011 OAC Awards
- 2010:              Best Format Innovation - Vodafone Meru Cab Charger
- 2008:              Best Format Innovation - Conveyor Belt Wrap  
 Best Use of New Technology - HSBC Blue Casting



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