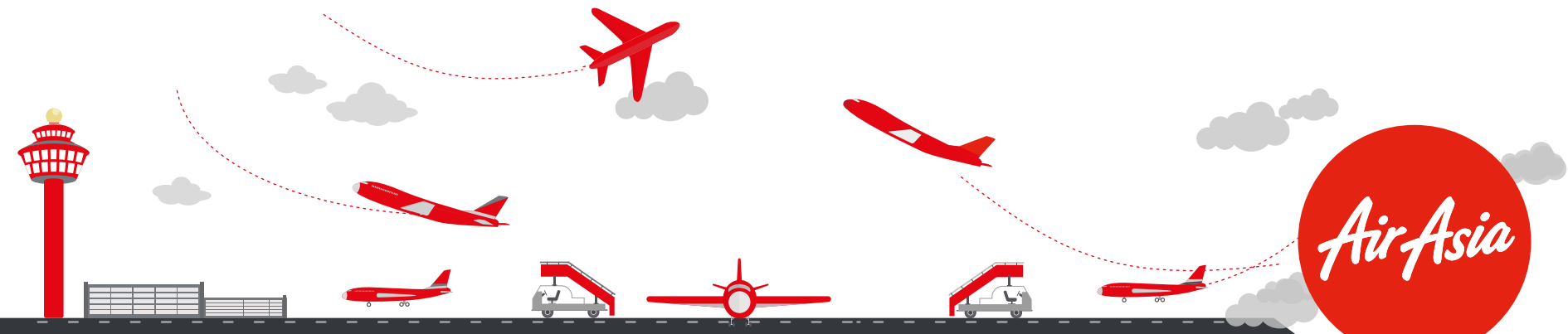


LIVERY BRANDING



TAKE YOUR BRAND TO THE SKIES





AirAsia India



**2.5 million
Guests
in 24 months**



Delhi
HUB



Bangalore
HUB



6 Aircraft fleet





AirAsia Wide Network



AirAsia India routes

..... Domestic routes





An Aircraft Livery

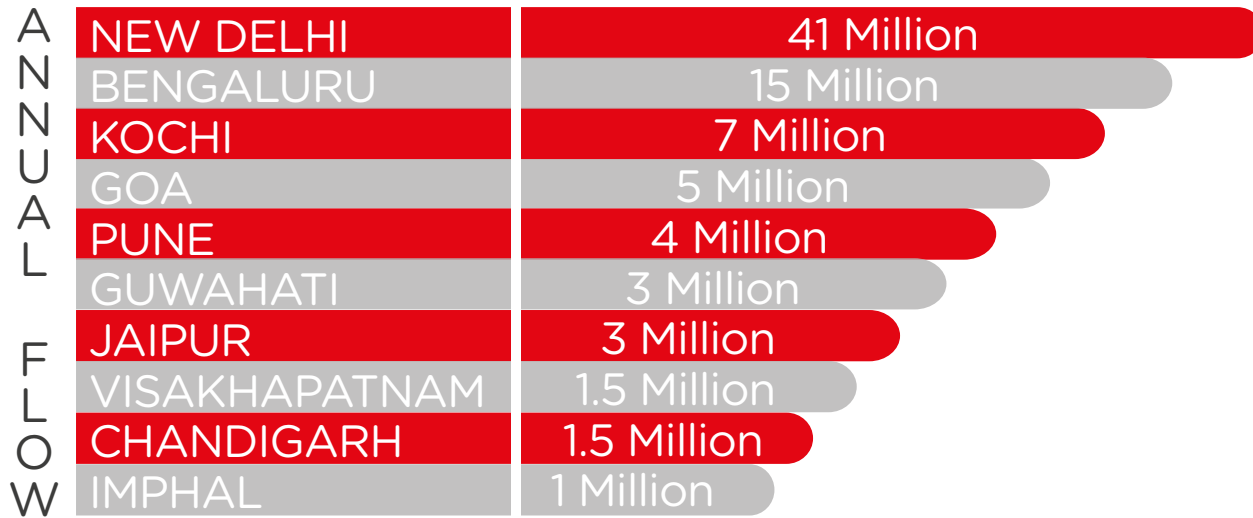
An aircraft livery is a paint scheme applied to an aircraft generally to fuselage, wings tail fin and jet engines. To promote a brand, airlines typically use a standard livery prominently displaying their logo or name that is applied to all or most of the fleet.





Facts about Livery branding

PASSENGER TRAFFIC





Facts about Livery branding



95 Million
Guests in 2016

approx. 24 Million
reach of Guests

25% reach is Rs. 1.67
per Guests in 2016

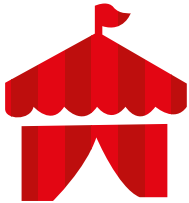




Value Addition



Special Brochure on Brand
Placed in pockets and changed every month



Special unveiling & viewing of aircraft
(charges on actuals for organizing the event)



Opportunity
for PR



Brand merchandise



Connecting Brand
with Potential target
audience



Joint Promotion





Value Addition



Arrange media & key business partners can be invited for a special viewing of the aircraft.



Inflight Announcements/Jingle about the brand offerings played in the aircraft



Social media campaign to launch the aircraft from AirAsia





Benefits of Livery Branding

1. Grab attention with the flying billboard
2. Largest transit media branding option
3. An effective tool that enables a powerful way of impressing and influencing
4. Upto 4 hours of brand engagement per flight





Liveries created by AirAsia Group

Expedia Plane was done primarily to target the Japan Market. Rakuten.com was the leading Travel website in Japan and it was a very hard entry into Japan. Results after the Expedia Plane:



rakuten.com



Reach to Tokyo & Osaka
Office in japan with 50 + employees

Hotels approached expedia



expedia.com





Liveries created by AirAsia Group

Mface aka Malaysian Facebook has launched to compete against facebook in Malaysia. Results after the MFace Plane:



Membership for Mface has considerably increased



Increase of revenue from offline events



Increased revenue through its gaming portals and increase in Chinese members on Mface gaming portals





Liveries created by AirAsia Group

Taylor Swift Red Tour was third part of Taylor Swift's tour in Asia. The plane has been used as one of the Main Advertising tool creating lot of waves in the region.



150 million USD
in SE Asia across
6 countries



Over 1.7 million
attendance

Taylor Swift
Red Tour

AirAsia

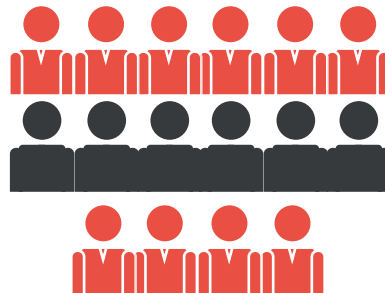


Liveries created by AirAsia Group

The Reality TV series was broadcast in 6 countries via AXN and in HK and Macau in Chinese on TVB Pearl.



Tremendous increase in viewership of programme





Liveries created by AirAsia Group

Queens Park Rangers - English Premier League



Less fan base



Increased following in Malaysia and SE Asia



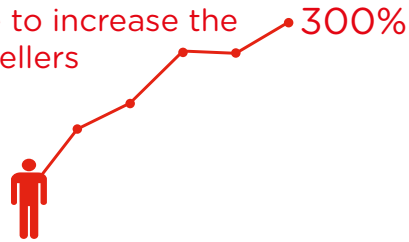


Liveries created by AirAsia Group

Skyrider Club or Junior Jet Club Livery was done in AirAsia to encourage travellers below 14 years to travel in AirAsia. This was later renamed to Skyrider club. Results after the Junior Jet Club Plane:



By 2012 AirAsia was able to increase the number of Skyriders travellers significantly.



Increase in Partnering with Skyriders Club



Global media getting 174,000 results on Google on the livery design.





Liveries created by AirAsia Group

The Reality TV series was broadcast in 6 countries via AXN and in HK and Macau in Chinese on TVB Pearl.



Increase of sales at 153% for chevrolet Spin



Chevrolet car "Spin" got huge response after the launch that any new order needs a 3-6 month waiting time.





Launch of VT JRT

A Social Media Case Study

AirAsia wanted to celebrate its growth in India by honouring the man, without whom flying would have been impossible in India.

The Tata group has shaped Indian aviation to a great extent over the years and has been a huge support to the AirAsia

India team as well. Thus, AirAsia paid homage to the legend, JRD Tata, whose desire to take the country to the skies resonates greatly with AirAsia's own motto "**Now Everyone Can Fly.**"



J.R.D. Tata

29 July 1904 - 29 November 1993



AirAsia



Objectives

- 01 The primary objective for the campaign was to ensure more people get to experience the unveil and be a part of the tribute to the legend that is JRD Tata.
- 02 To connect the concept #PilotYourDream make them realize how dreams play a vital role in your life.
- 03 To encourage people to tweet and drive traffic to pilotyourdream.com to make users an integral part of the campaign.
- 04 Twitter was chosen as a medium to ensure that more people could be a part of this very special tribute





#PilotYourDream Campaign

- #PilotYourDream campaign was devised to amplify the launch of the new livery “The Pioneer” - A tribute to JRD Tata
- The campaign was amplified by creating a microsite and through AirAsia’s social media platform - Facebook, Twitter and YouTube
- The campaign was made participative by unveiling the livery on digital while the off-line launch was taking place. Largely driven through series of teaser posts and contest





Executive Summary

- The campaign garnered approx. 3 Million eyeballs across social media in a span of 24 hours
- Approx. 1000 people joined the conversation on twitter which led to #PilotYourDream trending at number 2 nationally and at various positions at city level
- The microsite experienced high level of engagement as users spent close to 2 minutes going through
- The campaign also resulted in an increase of 400 followers on twitter for AirAsia India in 24 hours.
- The campaign results were achieved through a cumulative investment of INR 5 Lakhs



AirAsia



Teaser#1

The pre event buzz was created on Facebook, Twitter and Youtube with interesting teasers and tweets to build anticipation about the campaign. Constant interaction from AirAsia handle extended the reach and motivated the users to continuously tweet using #Pilotyourdream.



Twitter



Youtube



Facebook





Live Updates

Live tweets and photos from the event gave a huge boost to the campaign.

AirAsia India @airasiain · Mar 21
Launch of our new livery saw the biggest tribute to the pioneer of Indian aviation - The AirAsia Way. #PilotYourDream




157 139 View more photos and videos

AirAsia India @airasiain · Mar 21
"We ensure everyone can fly. People should never give up their dream to fly"-
[@tonyfernandes](#) #PilotYourDream

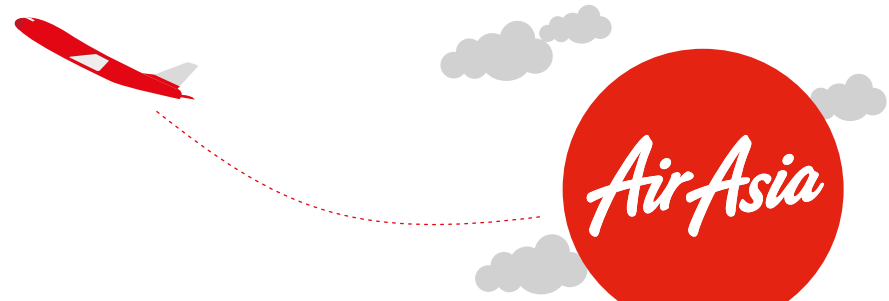


25 14

AirAsia India retweeted **Mittu Chandilya** @MittuChandilya · Mar 21
Bada Boom!! Welcome to the Indian skies Vt-JRT.



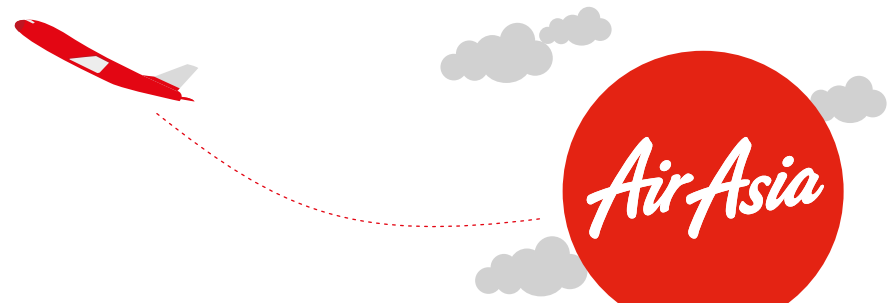
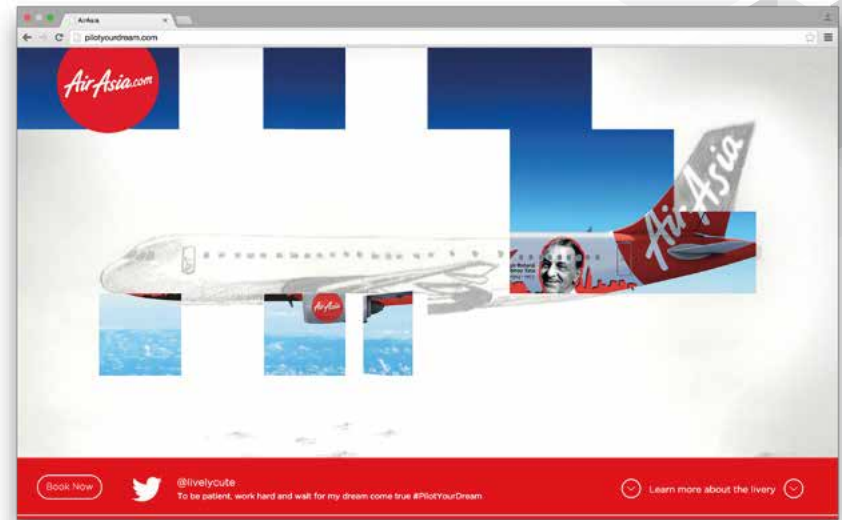
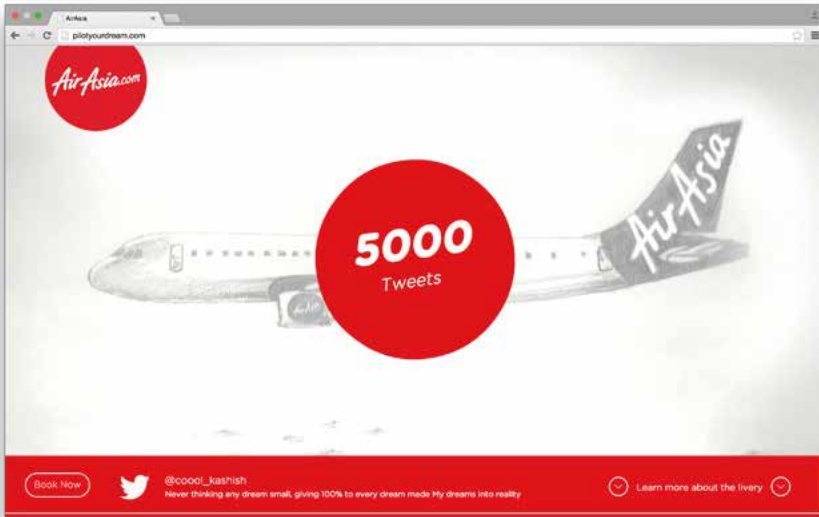
39 51 View more photos and videos

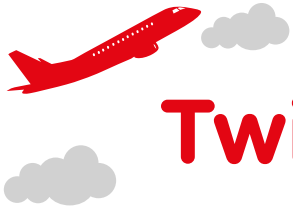




Microsite

With every tweet, tiles on the website were unveiling.
Piecing the whole livery image together

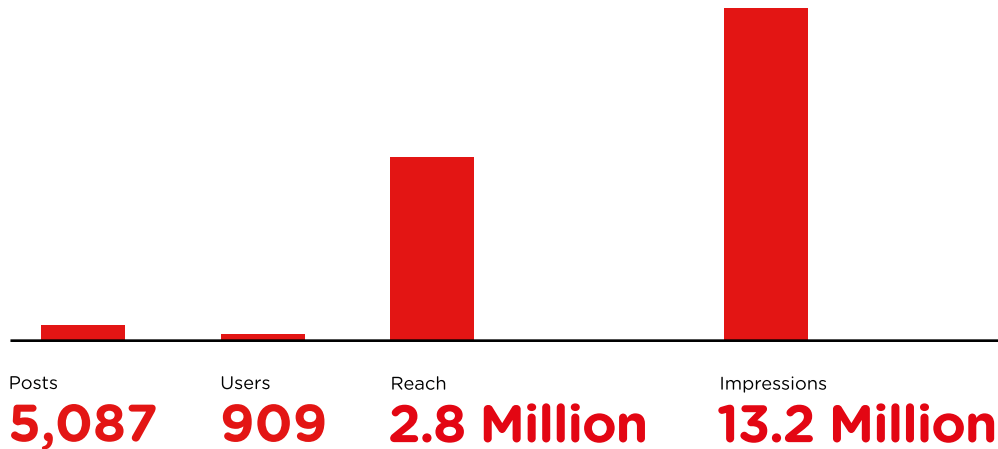




Twitter Contest

We Trended Nationally!

Within 8 minutes of the contest we are trending nationally at number 7 which reflects the success of the campaign.



Highly Influential people on twitter joined the conversation about the unveiling of the livery and appreciated the initiative of AirAsia India.

India Trends

#NZvWI

Happy Ugadi

#ThankYouAfridi

Guptill

Samba

#WeLoveMaNan

#PilotYouDream

Holder

Ujjwal Nikam

#CWC15





Cost

₹ 4 Crores

+

Applicable Taxes

(Including branding installation)



