



In-Flight Advertising Proposal for SpiceJet

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.

Cabin Bulkheads

Cabin bulkheads are the partitions between various portions of the aircraft. There are 2 forward bulkheads in each aircraft, and 2 at the back of the cabin thereby enveloping passengers within your brand.

The first item to be seen by the passenger once they board the aircraft and the last when they disembark.

Bulkhead graphics are visible at all times during all phases of flight: boarding, departure, in-flight, landing and deplaning.



Rear



Large Format (approximate size W 39.5" x H 18"), uncluttered, head on media will attract several eyeballs of a high net worth captive audience ensuring high visibility and recall.

Head on placement makes it highly visible to seated passengers throughout the flight.

Commercials: Cabin Bulkheads



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Bulkhead Branding	4 Bulkheads	175,000 per Aircraft	36,000 per Aircraft

Taxes Extra as applicable

Lead time 4-5 weeks.

Sizes per unit: Bulkheads — 39.5" (L) x 18" (H)

Seatback Devices

Our Flagship Product — Placed right in front of every passenger, behind their meal tray tables.

By placing your product / brand here you get to display multiple creatives on each row. Each seatback in a row is visible to all the 3 passengers.

View time of 1 — 5 hours per flight, the seatback devices are perfectly sized for a one - one interaction with the passenger.

FASTEN SEAT BELT WHILE SEATED
सीट पर बैठे हुए पेट्री बांध कर रखाए
SA-073-1-2012

Life Vest Under Your Seat
ख़ा जैकेट आप की कुर्सी के नीचे है

Your Saving. Your Terms!

pnb
FLEXI Recurring Deposit Scheme

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ਪੰਜਾਬ ਨੈਸ਼ਨਲ ਬੈਂਕ **pnb** punjab national bank
...the name you can BANK upon!

Tamper Free

Visible to every passenger while the tray table is in its upright and locked position.
Patented locking mechanism ensures the ad is tamper free.

Apart from flying domestic during the day, several aircrafts fly 1 international sector at night to S.E. Asia & the Middle East



Commercials: Seatback Devices



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Seatback Devices	160 - 165 per aircraft	150,000 per aircraft	6,000 per aircraft

Depending on the configuration a total of 162-168 devices will be placed inside each aircraft.

This global advertising media vehicle is present in over 20 airlines across the world.

*Taxes Extra as applicable

*20 Aircrafts have the option of branding on the Seatback Devices.

*Media not available on Emergency Exit rows and the front row for the seatback device.

Lead time 5-7 days

Sizes per unit: Seat back Devices - 9" (L) x 2.5" (H)



Boarding Pass

They are perfect to cover all the passengers of an airline. Extremely popular across the world and are available at extremely low cost per contact. Cost effective, efficient and personalized. Approximately over **12 lacs Boarding Pass** are printed every month. Minimum **3 touch points** where the **boarding passes** will be seen by a passenger: Check - In, Security Check and while boarding.



Baggage Tags are perfect to cover all the passengers of an airline. Cost effective, efficient and personalized.

Baggage Tags can be customised in the shape of your product / brand.

Approximately **14 lacs Baggage Tags** are printed every month. Minimum **2 touch points** - Check In and Security Check.

The Tags are personally tied 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.

Baggage Tags

Commercials: Boarding Passes & Baggage Tags

Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Boarding Passes	12 lacs approximately	15,00,000	Incl.
Baggage Tags	14 lacs approximately	14,00,000	Incl. custom design extra

Taxes as applicable

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

Custom Design Possible in baggage tags

Inflight Sampling

The Best way to engage high fliers for a new-to-be-launched product or get them to taste / experience your product which has already been in the market. Results in Goodwill for the brand and an amazing recall value from its target audience. This is an absolute WIN WIN situation of all. And the options to explore this Media are plenty — From Sim Cards to Brochures, Cookies to Chocolates, Toothpaste to perfume samples.....



Commercials: Inflight Sampling



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Inflight Sampling	1,00,000	3.50 — 5.0 per sample	-

Inflight Sampling can be done on the entire fleet or select SpiceJet routes.

A generic announcement may be made informing passengers about the sampling.

Sampling can be taken along with internal branding options like Seatbacks or Bulkheads.

Taxes Extra as applicable

Sampling Cost depends on the weight of the sample and the quantity

Min Sampling Quantity — 1.0 lacs

ST applicable on sampling activity.

Lead time 2-3 weeks.

Book now on
SpiceJet.com

**GRAB IT
WHILE IT'S HOT.**

**Pre-book to get the meal
of your choice at an amazing discount.**

- Be served first
- Choose from larger menu
- Guaranteed meal of your choice
- Enjoy savings up to 25%



You can pre-book meals at the time of booking, or add later through "Manage My Booking" on SpiceJet.com or on the SpiceJet mobile app. The meal of your choice from our new expanded menu can be pre-booked upto 24 hours prior to your flight!

**Serving Hot Meals
Since 2009**

*For terms & conditions: www.spicejet.com | ☎ +91 9871803333

Menu Cards

The Menu Cards are placed on every seat pocket in such a way that they peep out of it.

Selection of choice of meals & beverages mentioned in this makes it a sure shot reading material.

100% visibility guaranteed.

Chicken & Cheese Nuggets

Heat oil in a pan to 180 degrees centigrade & gently drop Venky's frozen Chicken and Cheese Nuggets into it. Deep fry for 3 to 4 minutes until Chicken and Cheese Nuggets turn to light golden brown colour. Flip to the top. Serve hot with tomato ketchup or mayonnaise. Do not overfry otherwise cheese may ooze out.

Chicken Popcorn

A perfect excuse to watch movies at home. Deep fry the frozen popcorn in hot oil, for 3 to 5 minutes or till golden brown. Serve with tomato ketchup.

Venky's

Now available at all Venky's Xprs Outlets

Commercials: Menu Card Branding



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /2 months)		
Front Inner Cover	1	Rs 7.0 lac	Inclusive
Back Inner Cover	1	Rs 6.0 lac	Inclusive
Inner Page	4	Rs 5.0 lac (per page)	Inclusive
Back Outer Cover	1	Rs 9.0 lac	Inclusive

Quick Facts:

- Qty printed for 2 months — Approx 20,000
- Average viewing of 8.0 lac passengers per month
- Average viewing of 16.0 lac passengers per edition

*Taxes Extra as applicable

Lead time: 21 days



Bus Grabs

Static Branding

We even brand the coaches that take you to the Aircraft

There are about 3 Static Panels and about 25-30 handles inside each coach. These handles are double sided.

Each coach has a capacity of 60 passengers with an average occupancy of 50 per coach.

On average the coaches make 60 - 100 trips a day, constantly ferrying the passengers between the terminal and the aircraft.

Every month approximately 1.0 million passengers pass through all the coaches. Each passenger passes through the coach twice, once during departure and once on arrival.

Commercials: Coach Internal Branding



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle / month)		
Coach Internal Branding	20-25 grabs, 3-4 panels per bus	40,000 - 60,000 per coach	8,000 per coach

*Taxes Extra as applicable
Lead time 2-3 weeks.
Rates vary as per city



Headrest Covers

Headrest covers are placed on the headrest of every seat inside the Aircraft. The advertisement is placed in such a way that once a passenger takes his seat, the ad is right in front of him throughout the flight. High Impact with high unaided recalls.

Commercials: Headrest Branding



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle / month)		
Headrest Branding	189/212 Seats on B737 Aircraft 78 Seats on Q400 Aircraft	Rs 24.0 lac	Inclusive

*Taxes Extra as applicable
Lead time 2-3 weeks.
Rates vary as per city

Inflight Announcement

During the flight crew members will deliver a customised announcement about the brand / product to passengers on the inflight PA system

This can be across the fleet or destination specific and is a great way to catch the attention of passengers



Commercials: Inflight Announcement



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per month)	(per cycle / month)	
Inflight Announcement	Across the Fleet	15,50,000/-	Inclusive

1 announcement during each flight
Tax as applicable.
Lead Time: 3-4 weeks.

Online Media – Promotional eTickets

As per Government guidelines, check-in counters at all airports will now close 45 minutes before departure with immediate effect. Please plan your Airport arrival accordingly.

GOODYEAR
Race Types

YOUR SPICEJET ITINERARY

Reference Number

BDP2BB



Confirmed

Name: QUEST2TRAVEL.COM (U)
Address: 575B, VAILANKANNI PRASAD,
MORI RD, MAHIM WEST
MUMBAI 400016, India
Booking Date: 08 May 2012

Flight Info

Date / Flight No	Departing[Terminal] / Pax Name	Arriving[Terminal] / Pax Name	Duration
Wed, 09 May 2012 SG 324	Bagdogra 03:25 PM MR. RAJESH R CHD. ADITHYA RAJESH	Chennai 06:55 PM MAHALAKSHMIRAJESH Infant	3 hours 30 mins

Payment Info (Indian Rupee [INR])

Fare Details	
Basic Fare <small>(basic fare + airline fuel charge)</small>	23852.06
PSP	466.00
My Infant Fees	953.00
Transaction Fee	1432.00
Total Travel Cost	26703.06
Payment Details	
Type	Agency
Date	08 May 2012
Amount	25271.06
Amount Paid	26703.06
Balance Due	0.00



Terms and Conditions

General Information

1. Guests are requested to present valid photo identification.
2. It is mandatory for all guests to carry a valid proof of identification, including children and infants.
3. For all international flights, the only acceptable proof of identification would be a valid passport. However, for travel to and from Nepal the following proofs of identification (other than the passport) would be accepted:

- Voter's ID card issued by the Government of India / Government ID card (for Government Officials) for Adults
- Birth Certificate/School ID for Children
- Birth Certificate for Infants (children below 2 years/24 months as on the date of travel)

The above is applicable for Indian citizens traveling to and from Nepal. Please ensure that you check the passport/visa requirements and restrictions applicable for citizens belonging to countries other than India.

Customised messages with hyperlinks offer direct promotional opportunity.

This is a great medium to update customers about new schemes, products and other various promotional activities by reaching out to a large integrated target audience.

With well-guarded spam filters and a regularly updated SpiceJet database, e-tickets can ensure a higher success rate.

The e-ticket is retained by passengers until they undertake the actual travel or the last leg of their flight.

Advertisement appears both on-screen during the ticketing process as well as on the printed e-ticket.

Online Media – Promotional eMailers



SpiceJet TATA
GROUP

Your Gateway to Freedom. 

Fly SpiceJet and get an incredible 15% discount on rooms across all Gateway Hotels.

The best vacationing months of the year are here, with a bunch of public holidays, long weekends, and festivals dotting the calendar from August to October. And where there's a vacation to be had, there's always a Gateway offer to be found.

Fly with SpiceJet between 11th August and 11th September and get an incredible 15% discount* on Best Available Rate for rooms across all Gateway Hotels for stays between 11th August and 31st October 2014.

Just walk into a Gateway hotel near you with your boarding pass or call **Taj Reservations Worldwide on 1800 111 825** or write to reservations@tajhotels.com with your details to avail this exciting offer.

Go ahead! Book a flight, book your room, and let the vacations begin.

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HOTELS & RESORTS

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A TATA Enterprise

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Upcoming: • Pune • Hyderabad • Coimbatore • Chandigarh • Guwahati • Kolkata • Raipur • New Mumbai • Shimla • Jaipur • Chennai • Singapore • Kuala Lumpur • Frankfurt • Delhi • London • * Conditions apply

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Get direct access to SpiceJet's consumer database with the help of e-mailers.

Mails with customised message from the advertisers, offers and schemes (with hyperlinks to advertisers' web pages) are delivered to customers' inbox, offering direct promotional opportunity for the brand.

You can reach out to a large integrated target audience.

With well-guarded spam filters and a regularly updated SpiceJet database, e-mailers can ensure a higher success rate.

Commercials: Online Media



Advertising Type	Qty	Rate (Rs.)
E-Tickets	2.0 lac per month	Rs 2/- to Rs 4/-
Promotional E-Mailers	15.0 lac per month	Rs 3/- to Rs 5/-

*Taxes Extra as applicable

*Lead Time of 14 days

Beverage Cup Branding

Beverage cup branding is one of the most direct forms of Advertising.

Complete 360* branding is possible on the disposable beverage cups.



Commercials: Beverage Cup Branding



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Beverage Cup Branding	8,00,000	12,00,000	Inclusive

Taxes Extra as applicable
Lead time 2-3 weeks.

Why Advertise on SpiceJet???



Because.....

SpiceJet is India's "best low cost airline", headquartered in Gurgaon, India.

Has a fleet of 38 Aircrafts :

- 24 — B737-800/900ER with 189-212 seats per aircraft

- 14 — Q400 Bombardiers with 78 seats per aircraft

SpiceJet operates 306 daily flights to 41 destinations, including 35 domestic and 6 international destinations.

Ferries over 10.8 million passengers (captive audience) annually, load factor of over 90% with an on-time performance among the best in India.

Captive — No cell phones, limited reading material, limited usage of electronic items, no in-flight entertainment system.

Average flight duration is 1 hr 45 min. Average time spent on board by a guest is 2 hrs.

Direct, Smart, Aware, Net Savvy customers of which :

- 60% customers used internet for booking

- 27% are first time fliers

- 51% opted for exciting fares

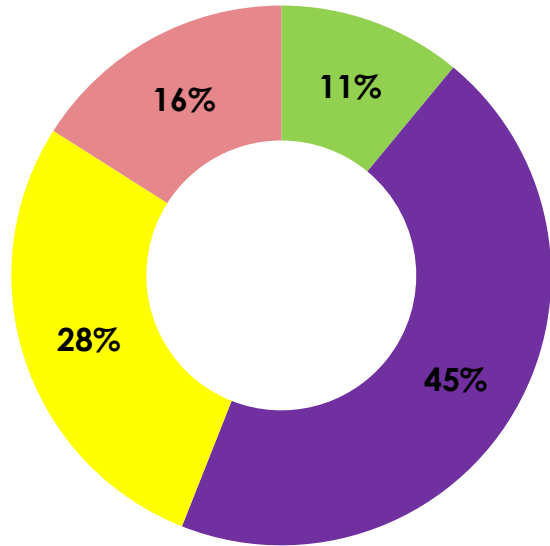
- 80% of the passengers are from 6 metros

- 60% are corporate.

SpiceJet Passenger Demographics

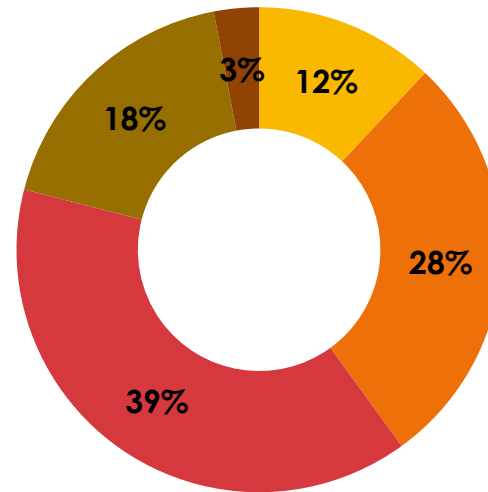
Age

■ Below 20 ■ 20 -35 ■ 36 - 50 ■ Above 50



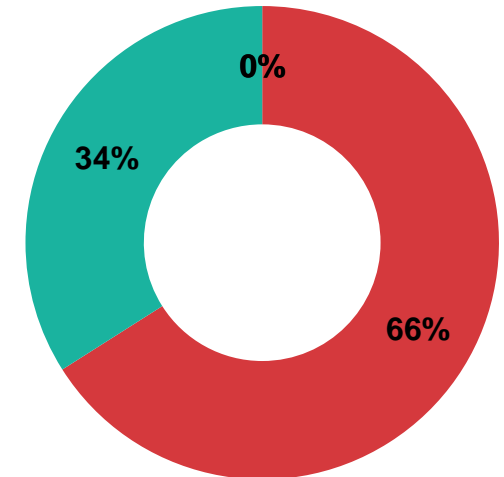
Annual Income

■ Under 3 lacs ■ 4 - 7 lacs
■ 8 - 12 lacs ■ Over 12 lacs
■ Not Mentioned



Gender Ratio

■ Male ■ Female





Route Map

35 Domestic Destinations | 6 International Destinations | 38 aircrafts | Over 10.8 million passengers annually