



JET AIRWAYS 



IndiGo

Airline Online Media Proposal

Did this question just pop up in you head??

## ***Why choose Airline Online Media ??????***

***Because.....***

- ✈ ***Easy to share*** – *The recipients can forward and share the page at the click of a button.....*
- ✈ ***Easy to create*** – It doesn't necessarily require a huge team of technical nous in order to be successful. It's certainly possible to jazz up an email campaign with fancy templates, images and logos. Yet, some of the most successful campaigns utilise simple plain texts, suggesting that it's the content of an email that is the most important thing.
- ✈ ***Easy to Track*** – *Everything move can be tracked. See who clicked on the link and much more.....*

How would you like your brand to Engage / Talk  
to your audience  
when they are connected ?

Captive Audience, No Distractions, High Recall, Long Dwell  
Time!!!!

# Eticket Footer — Jet Airways, SpiceJet & IndiGo



The Brand message appears on the bottom of the E-Ticket, both onscreen during the ticketing process and on the printed card, giving integrated messaging via online and print mediums. Provides great exposure and high recall value. Advertising banner is clickable transporting passengers to your domain.

**JET AIRWAYS**

**Web eTicket**

**Booking Details**

**Passenger Details**

**Payment Information**

**Check-in**

**Check-in Details**

**Fare Details**

**TOTAL TKT COST**

**THE ULTIMATE QUICK FIX**

**RUN ON AIR**

**SpiceJet**

**Sales & Reservations (SAR)**

**Confirmation Number (PNR): L9WEFD**

**Booking Date: MON 09 JUN, 2014**

**Passenger(s) Information**

**TRAVEL DATE**

**Payment Information**

**Passenger Contact Information**

**spiceflex**

**Checked-in Baggage Allowance**

**Check-in**

**Payment by foreign credit cards**

**Cancellations and Rescheduling Initiated by Passengers:**

**Passenger Handling during Flight Delays, Cancellations, and Missed Connections:**

**Additional Terms and Conditions**

**THE ULTIMATE QUICK FIX**

**RUN ON AIR**

**IndiGo**

**Call 0 99 10 38 38 38 or +91 814 6613838**

**INDI GO AIRLINES LTD (INDIGO), Global Business Park, Gurgaon, Haryana, India**

**Booking Reference: WDRWNY**

**1. MR VISHAL SWAROOP**

**IndiGo Flight(s)**

**Price Summary**

**Services:**

**Terms and Conditions**

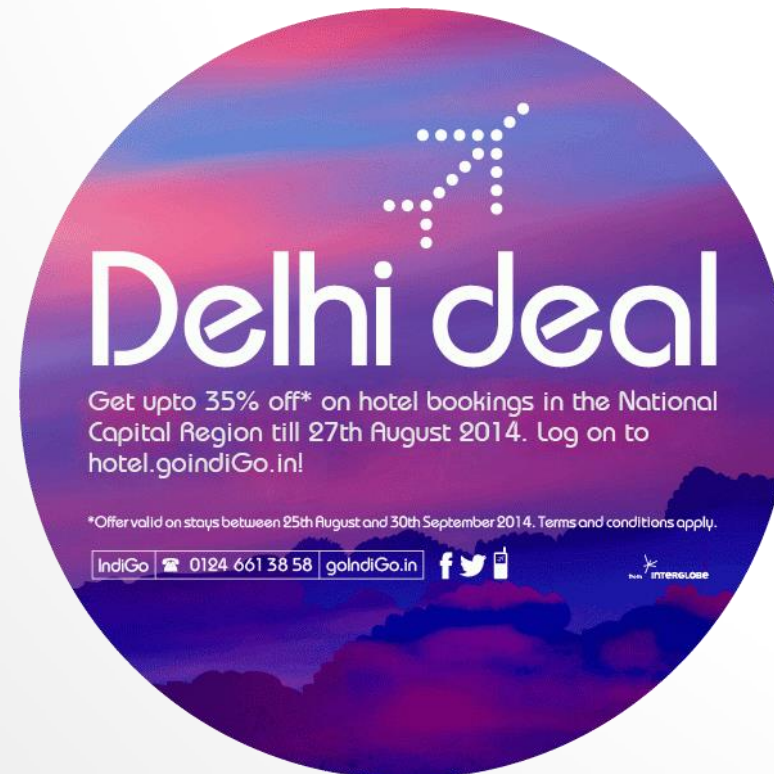
**General:**

**Intigotech ZIGTECH APPAREL**

**Reebok**

# Promotional Emailers — SpiceJet & IndiGo

Customised messages with hyperlinks offer direct promotional opportunity. Get direct access to Airline's database. Update customers about new schemes, products and other various promotional activities. Reach out to a large integrated target audience. Well-guarded spam filters and regularly updated Airline's database offer a higher success rate.



## Contests with Promotional E-Mailers



BOOK JET AIRWAYS / JETCONNECT | REBOOK ONLINE | JPMILES UPGRADE | PURCHASE / TRANSFER  
JPMILES  
JETPRIVILEGE PARTNERS / PROMOTIONS | CLAIM MISSING MILES | AWARD FLIGHT FINDER | UPDATE PROFILE

JetPrivilege

PAVERS England  
FOOTWEAR • HANDBAGS • ACCESSORIES

Exclusive collection.  
Extreme comfort.  
And an extraordinarily rewarding offer.

Get rewarded with 70% Bonus JPMiles at Pavers England.

Dear JetPrivilege member,

This festive season enjoy bonus rewards on all your purchases at any of the Pavers England exclusive stores across India.

Shop till December 31, 2013 and get rewarded with 15 JPMiles for every INR 100 spent (10 Base JPMiles + 5 Bonus JPMiles). Also get rewarded with 20% Bonus JPMiles in continuation with our 20th Anniversary celebration.

Find a [Pavers England store](#) near you.

Walk in with your JetPrivilege membership card and walk out with a stylish pair of shoes and lots of JPMiles.

Warm regards,  
Kaushal Satam  
Head - Jet Privilege

Enjoy 20% Bonus JPMiles  
Click to know more

Book your tickets online  
and get a chance to buy “Your Brand”

@

Rs. 100/-

\*conditions apply...

- Get direct access to Jet Airways’ database and reach out to a large integrated target audience
- Update customers about new schemes, products and other various promotional activities. Target Audience can be segregated into country, state, city, gender, domestic/international passengers, etc...
- Segregation can be done based on Jet Airways’ Database of 30 Lac Strong Frequent Fliers.
- Well-guarded spam filters and regularly updated Jet Airways’ database offer a higher success rate.
- Includes E-mailers, Inflight Announcements, website banners and much more.

# Home Page Banner — Jet Airways

This form of banner advertising involves inserting an advertisement into a web page. These are also known as "click through". Your Ad will show up on the home page of Jet Airways and when clicked will take the traffic directly to your website/domain. Available in 2 sizes :

- Banner (Full)
- Banner (Half)

Home Page Banner - Full



Dimensions 414 X 207 pixels  
Acceptable Formats JPEG (40 kB) Type Clickable

Home Page Banner - Half



Dimensions 413 X 94 pixels  
Acceptable Formats JPEG (25 kB) Type Clickable

Your brand can be seen to the niche, frequent fliers who are a member of the Jet Privilege. Once a member logs into his/her Jet Privilege account, your Ad banner will be visible to him/her on the screen throughout.

## Online Media — Jet Privilege Section (Post Login)



**Dimensions** 195 X 200 pixels

**Acceptable Formats** JPEG, GIF (25 kB) **Type** Clickable



# Wait Page Banner — Jet Airways

Every time the server is busy looking up for the requests entered by a passenger on the Jet Airways website, your brand/Advertisement will be visible in the centre of the screen with a small message saying “please wait while we process your requests. Since this will take a few seconds please don’t close the window”. This medium leaves the passenger with no option but to wait and look at the screen.

## Online Media — Wait Page Banner



**Dimensions** 640 X 250 pixels  
**Acceptable Formats** GIF (40 kB) **Type** Clickable

# Web Check-in Boarding Pass — Jet Airways

The brand message appears once the passenger does web check-in before the flight on the Boarding Pass. The advertising banner is clickable transporting passengers to your domain. Once the Web check-in Boarding Pass is printed the Ad is visible providing repeat exposure.

## Online Media — Web Check-in Boarding Pass



Reservations are subject to cancellation if you are not on board the aircraft at least 25 minutes prior to departure. All existing no-show rules apply.

All existing terms & conditions, cancellation & baggage rules and allowances apply.

While the boarding gates close 25 minutes before departure for domestic and international routes, to help us ensure on-time departure, please clear security checks atleast 30 minutes before flight departure for domestic routes and 60 minutes before flight departure for international routes.

**Economy BOARDING PASS JET AIRWAYS Economy**

**WEB CHECK-IN**

Name	TARAPORE FARIDA	Class	WCD	Date	18AUG12	Time	1205
From	MUMBAI	Flt. No	9W 00475	Class	W	Date	18AUG12
To	GOA	Boarding Time	1125	Gate			
FFP No		LOEZSP		SEAT	15B		
		E-TKT		SEQ/26			

THE BOARDING GATE WILL CLOSE 25 MINUTES BEFORE DEPARTURE  
Pressing of person and checking of hand baggage is mandatory for all.  
Passengers are requested to co-operate with the Security Staff

**E-TKT SEQ/26**

**Samsung Notebook Series |9| 900X3A**

### Dimensions

575 X 70 pixels

Acceptable Formats GIF (15 kB) Type Non Clickable



Jet Airways			
Ad Space	Page Views (Per Month)	Rates (Per Month)	Per Page View
	Qty	INR	INR
Home Page Banner (Road Block)	3,100,000	620,000	0.20
Email E-Tickets Footer	200,000	200,000	1.00
Jet Privilege Section (Post Login)	800,000	200,000	0.25
Wait Page Banner	1,700,000	340,000	0.20
Web Check-in Boarding Pass	200,000	200,000	1.00
Contests with Promotional E-Mailers	15-20 lacs per month		

Taxes Extra as applicable  
Lead time 2-3 weeks.

IndiGo			
Ad Space	Page Views	Rates	Per Page View
	Qty	INR	INR
E-Tickets	500,000	1,000,000	2.00
Promotional E-Mailers	-	-	3.00

**E-Tickets** : Qty 5 Lacs \* INR 2/- Per E-Ticket = INR 10 Lacs Per Month

**Promotional E-Mailers** : Target Audience x INR 3 Per Promotional E-Mailer = Total Commercial Cost

Target Audience can be segregated into country, state, city, gender, domestic/international passengers, etc...

Segregation can be done based on IndiGo's Database of 5 Lac Strong Frequent Fliers

## SpiceJet

Ad Space	E-Tickets	Rates	Per Page View
	Qty	INR	INR
E-Tickets	4-5 lacs every month	5.0 lacs	1.00
Promotional Emailers	-	-	3.00

**E-Tickets** : Qty 5 Lacs \* INR 1/- Per E-Ticket = INR 5 Lacs Per Month

**Promotional E-Mailers** : Target Audience \* INR 3/- Per Promotional Emailer = Total Commercial Cost.

\*Target Audience can be segregated into country, state, city, gender, domestic/international passengers, etc...

\*Segregation can be done based on SpiceJet's Database of 10 Lac Strong Frequent Fliers

1. Is the e-ticket branding visible to all passengers who take a print out of the e-ticket, irrespective of the source of booking?  
*Visible to passengers who book online on jetairways.com only.*
2. What will be the impression/ views for the e-tickets per month.  
*2 Lacs approx per month*
3. Can we explore branding on the emails that have the e-tickets as attachments?  
*Yes it is already being done for certain leading brands.*
4. Talking about the promotional e mailers, are these sent promoting Jet Airways offers or can they be branded with third party completely.  
*Sorry Jet Airways does not do Promotional E-Mailers for 3<sup>rd</sup> party brands unless they are apart of the Jet Privilege Program. other options available.*
5. What is the size of the database we're talking about and how recent is the same?  
*3 million is the verified database, as recent as Dec 2013*
6. Is it possible to do target database like only ticket bookings from a particular city or only to passenger base flying into a particular city?  
*For E-Ticket branding Jet Airways cannot target people booking flights to a specific destination.*

1. Is the e-ticket branding visible to all passengers who take a print out of the e-ticket, irrespective of the source of booking?  
*Yes. If somebody is taking a print out of its itinerary sent to them by Spicejet or has been retrieved on the website can see this banner. The itinerary sent out to passengers by Our Travel Agency's will not have this banner.*
2. What will be the impression/ views for the e-tickets per month.  
*Estimate of 1 million*
3. Can we explore branding on the emails that have the e-tickets as attachments?  
*No.*
4. Talking about the promotional e mailers, are these sent promoting SpiceJet offers or can they be branded with third party completely.  
*Both options available.*
5. What is the size of the database we're talking about and how recent is the same?  
*1 million is the verified database, as recent as Dec 2013*
6. Is it possible to do target database like only ticket bookings from a particular city or only to passenger base flying into a particular city?  
*Not possible.*

1. Is the e-ticket branding visible to all passengers who take a print out of the e-ticket, irrespective of the source of booking?  
*No. Visible only to those passengers who book on www.goindigo.in*
2. What will be the impression / views for the e-tickets per month.  
*5 Lacs*
3. Can we explore branding on the emails that have the e-tickets as attachments?  
*No*
4. Talking about the promotional e mailers, are these sent promoting IndiGo offers or can they be branded with third party completely.  
*Both options available*
5. What is the size of the database we're talking about and how recent is the same?  
*Minimum database size is 5 Lacs*
6. Is it possible to do target database like only ticket bookings from a particular city or only to passenger base flying into a particular city?  
*We can look at a Metro / Non-Metro Filter possible*



## Why Advertise on Jet Airways??.

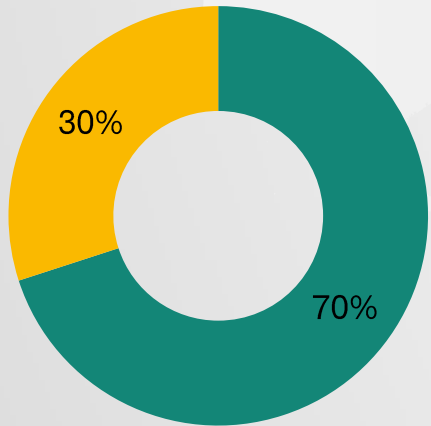
### *Because.....*

- ✈ It is the preferred full service airline for high net-worth individuals. With an average fleet of 4.99 years, Jet Airways has one of the youngest airline fleet in the world.
- ✈ Currently operates a fleet of 115 aircrafts flying to 58 destinations within India and over 23 destinations worldwide.
- ✈ Ferries over 2.4 million passengers every month. 1.90 mn domestic, 0.35 mn to South east Asia/Middle East & over 0.15mn long haul (Europe/America) International passengers.
- ✈ Has an international hub at Brussels Airport, Belgium connecting it to most important economic regions globally hence making it the preferred airline of over 23 million.
- ✈ Several leading India Companies have corporate accounts with Jet Airways.

# Jet Airways Passenger Demographics

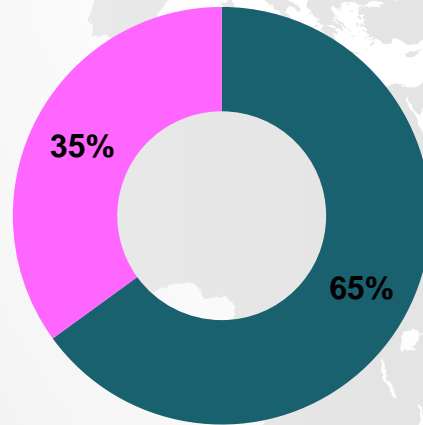
### Traffic

■ Domestic ■ International/Onward



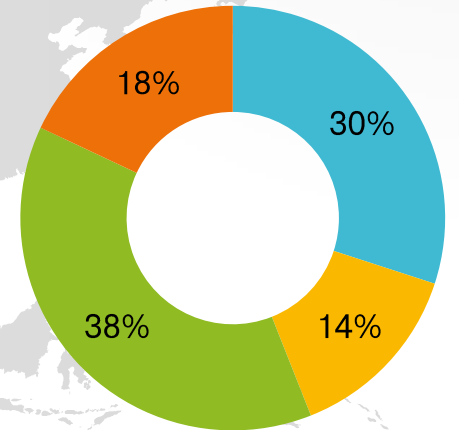
### Gender Ratio

■ Male ■ Female



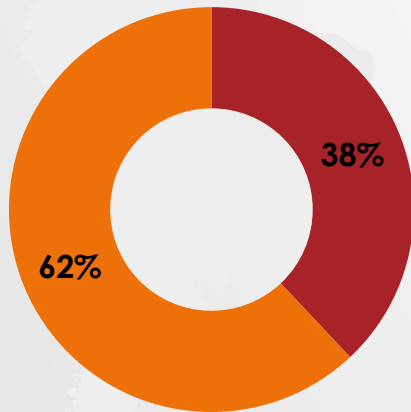
### Income

■ SME ■ PSU  
■ Salaried ■ Others



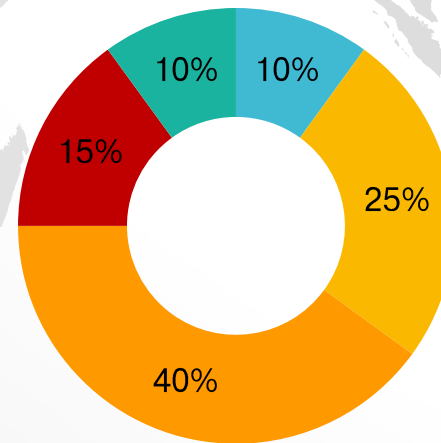
### Travel Mode

■ Leisure ■ Business



### Age

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



# Domestic Route Map



## ✈ Domestic Destinations

Covering Both Jet Airways & Jet Konnect's 58 Destinations Spread Across India

## ✈ International Destinations

Covering 21 International Spread Across 3 Continents

To see the International Route Map click below

<http://www.jetairways.com/EN/IN/PopUps/RouteMapFlash.aspx>

## Why Advertise on SpiceJet ??

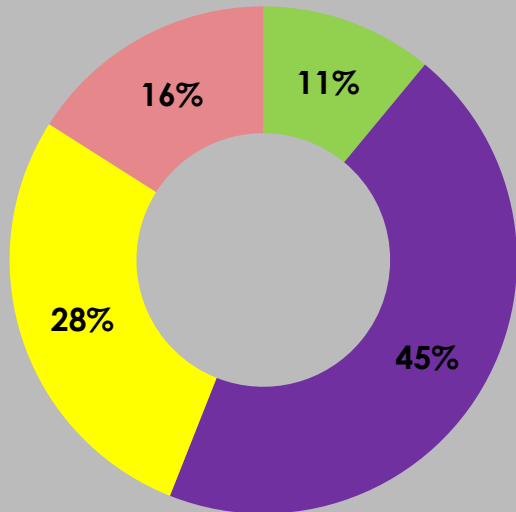


- ✈ It is India's "best low cost airline", delivering the lowest airfares with the highest consumer value with a market share of over 21% and growing.
- ✈ Has a fleet of 51 Aircrafts :
  - 31 — B737-800 with 189 seats per Aircraft
  - 5 — B737-900ER with 212 seats per Aircraft
  - 15 — Q400 Bombardiers with 78 seats per Aircraft
- ✈ Ferries over 15 million passengers (captive audience) annually, 13.5 million in domestic & 1.5 million in the International sector. Load factor of over 80% 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 49 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

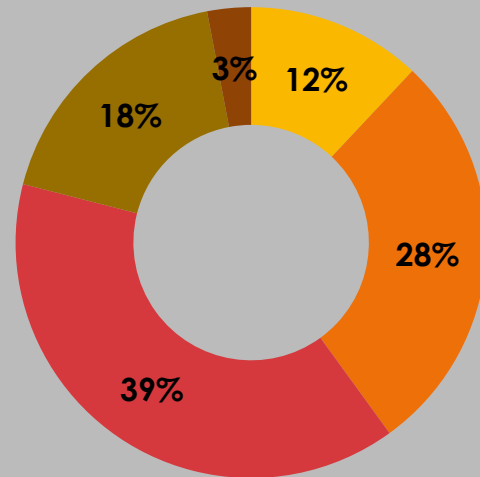
## Age

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



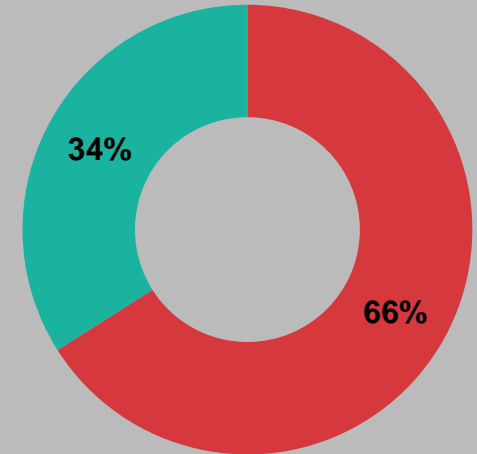
## Annual Income

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



## Gender Ratio

■ Male ■ Female



# Route Map



# Why Advertise On IndiGo???



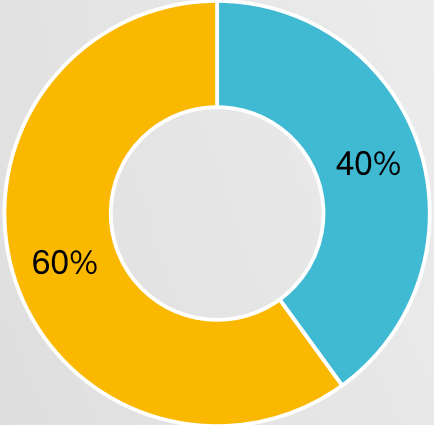
## *Because.....*

- ✈ It has a fleet of 78 brand new A-320s with all economy seating for 180 passengers and an average Load factor of 85%.
- ✈ IndiGo ferries over **20** lac passengers every month. **18.5** lac domestic & **1.50** lac International passengers.
- ✈ With over 590 daily flights, IndiGo covers 31 domestic & 5 international destinations.
- ✈ Airline Passenger Growth in India is expected at over 22% in 2014. IndiGo is expected to grow more than that.
- ✈ IndiGo commenced operations in August 2006, and is country's largest & fastest growing airline with a market share of 31.6% as of April 2014, hence 3 out of every 10 air traveler travels on IndiGo.

# IndiGo Passenger Demographics...

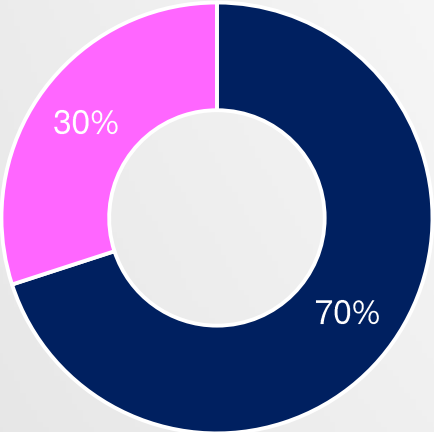
### Travel Mode

- Leisure travel
- Corporate/Business Travel



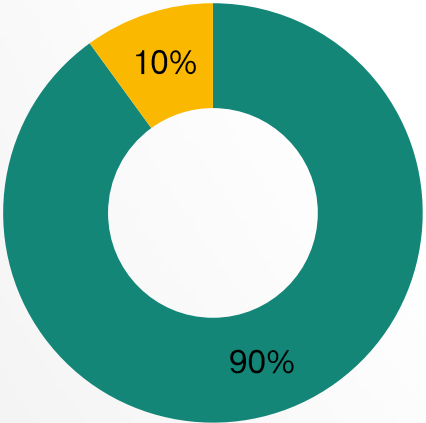
### Gender

- Male
- Female



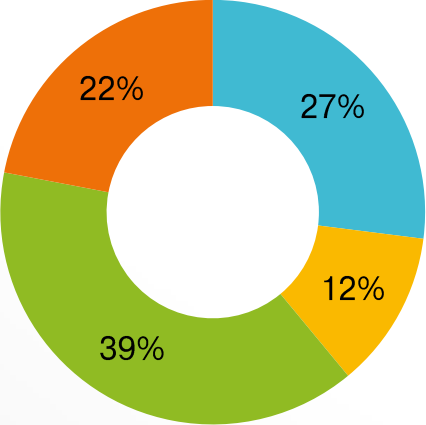
### Traffic

- Domestic
- International/Onward



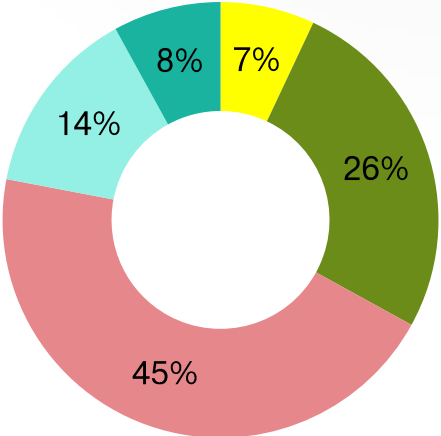
### Income

- SME
- PSU
- Corporate
- Others



### Age

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





# Route Map



# Our Airline Partners



Fleet Size: 26

Destinations: 32

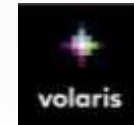
Base: Manama, Bahrain



Fleet Size: 44

Destinations: 39

Base: Mexico City, Mexico



Fleet Size: 19

Destinations: 22

Base: Saint John's, Antigua and Barbuda



Fleet Size: 7

Destinations: 25

Base: Nassau, Bahamas



Fleet Size: 21

Destinations: 60

Base: Montreal, Canada



Fleet Size: 23

Destinations: 18

Base: Piarco, Trinidad and Tobago



Fleet Size: 25

Destinations: 60

Base: Riga, Mrupe, Latvia



Fleet Size: 47

Destinations: 77

Base: Dublin, Ireland



Fleet Size: 8

Destinations: 26

Base: Bucharest, Romania



Fleet Size: 6

Destinations: 28

Base: Bologna, Italy



Fleet Size: 74

Destinations: 99

Base: Bellingham, Washington, USA



Fleet Size: 32

Destinations: 65

Base: Toronto, Canada



Fleet Size: 55

Destinations: 57

Base: Miramar, Florida



Fleet Size: 22

Destinations: 35

Base: Singapore



Fleet Size: 34

Destinations: 89

Base: Sharjah, UAE



Fleet Size: 24

Destinations: 23

Base: Riyadh, Saudi Arabia



Fleet Size: 48

Destinations: 96

Base: London-Gatwick, United Kingdom



Fleet Size: 22

Destinations: 105

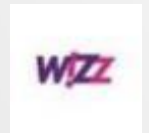
Base: Brussels, Belgium



Fleet Size: 45

Destinations: 93

Base: Budapest, Hungary



Fleet Size: 6

Destinations: 19

Base: Nicosia, Cyprus



Fleet Size: 47

Destinations: 55

Base: Manila, Philippines



Fleet Size: 23

Destinations: 61

Base: Colombo, Sri Lanka



Fleet Size: 37

Destinations: 26

Base: Bangkok, Thailand



Fleet Size: 115

Destinations: 78

Base: Mumbai, India



Fleet Size: 58

Destinations: 54

Base: Delhi, India



Fleet Size: 75

Destinations: 36

Base: Delhi, India

