



**IN-FLIGHT ADVERTISING PROPOSAL FOR VISTARA**



**How would you like your brand to Talk / Engage  
to your audience  
at 35,000 ft. ?**

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

Did this question just pop up in your head ?

## *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, 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.*

# 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.



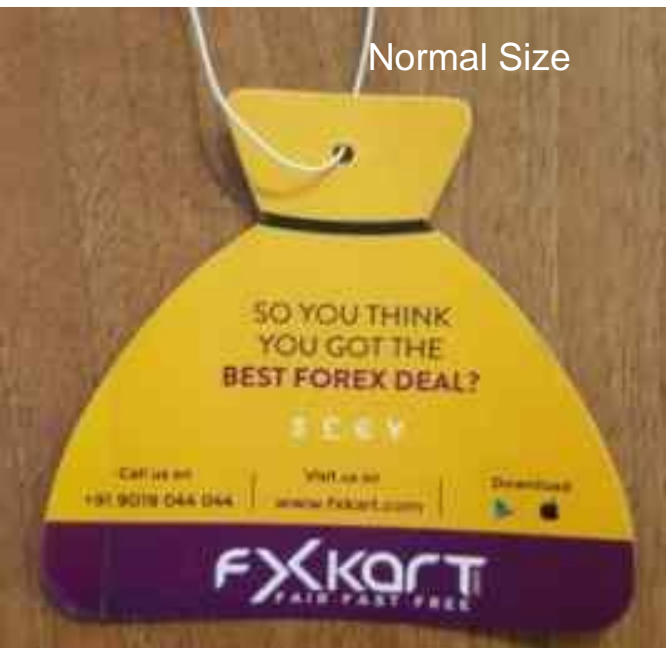


**Talk to passengers even before they board the aircraft !!**

Boarding Passes and Baggage Tags are perfect to cover all the passengers of an airline.

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

Extremely popular across the world and are available at extremely low cost per contact.



## **Boarding Passes and Baggage Tags**

Cost effective, efficient and personalized.

Approximately over 2.5 lac baggage tags and 2.25 lac boarding passes are printed every month.

Minimum 3 touch points where the boarding passes will be seen by a passenger : Check-In, Security Check and Boarding.

The large portion of the boarding pass is retained by the passenger who takes it home.

The tags are personally put by the passengers on their bags. A lot of passengers retain the tags on their hand baggage for a considerable amount of time and are removed personally by the passenger on reaching their destination.

Choice of domestic & international passengers

## Commercials: Boarding Passes & Baggage Tags

Advertising Type	Time Frame	Qty	Rate (Rs.)	Production (Rs.)
<b>(per cycle / month)</b>				
Boarding Passes	April to June 2016	2.25 lac	Rs 3/- per piece	Inclusive
	July to September 2016	2.50 lac		
	October to December 2016	2.75 lac		
	January to March 2017	3.00 lac		
Baggage Tags	April to June 2016	2.50 lac	Rs 2.5/- per piece (normal size) Rs 5.0/- per piece (larger size)	Inclusive
	July to September 2016	2.75 lac		
	October to December 2016	3.00 lac		
	January to March 2017	3.25 lac		

Taxes as applicable

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

Custom Design Possible in baggage tags

## Paper Cups

Advertising on the glasses offers great visibility, not only to the user but also passengers on the adjoining seats.

Great way to place your brand in the hands of the target group.

Approximately 60% of all passengers use these glasses inflight.

\*Paper cups are only utilized in the Economy Cabin only for tea/coffee service.

Beverage:  
Monthly Quantity – 1.0 lac  
Rate – Rs 1.5/- per cup





## Inflight Sampling – Now passengers can taste or experience your product

From ITC cookies, to Cadbury chocolates, to Bingo chips, to Sensodyne Toothpaste to Godrej Aer perfume samples to Ricoh brochures, we have pretty much done it all.

It's always a delight to get something unexpected and that is exactly what we have been doing, helping our clients bring smiles to their customer's faces so what if it's 35,000 ft. above the sea level???

It has always resulted in goodwill for the brand and an amazing recall value from it's target audience's reach.

Sample Photo



Inflight Sampling can be done on the entire fleet of Vistara.

Sampling can be combined with other branding options for increased visibility and recall.

Excellent way to get the passengers to actually use & experience the product.

A very cost effective method to reach out to a captive & receptive target audience.



Sample Photo

# Commercials: Inflight Sampling

<b>Advertising Type</b>	<b>Qty</b>	<b>Rate (Rs.)</b>	<b>Production (Rs.)</b>
<b>(per cycle / month)</b>			
Product Sampling	2.0 lac	5.0 per sample	-

Taxes Extra as applicable

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

Min Sampling Quantity – 1.0 lacs

ST applicable on sampling activity.

Lead time 2-3 weeks.





## Meal Tray Branding!!!

This is a unique media for advertising your brands. Snacks are consumed extensively by the economy class passengers during the flight.

Exposure to a definite & captive audience in economy. Branding on the inside as well as the outside will have a combined impact reaching maximum eyeballs.

High level of brand recall and retention at an affordable cost.



# Commercials: Meal Tray Box Branding

Advertising Type	Qty	Rate (Rs.) Per Month	Production (Rs.) Per Month
Meal Box Branding	1.5 Lacs	Rs 7.5 lacs	Inclusive

\*Taxes Extra as applicable  
Minimum Order : 1 Month  
Lead Time : 2-3 weeks  
Applicable on all flights



Front



Back

## Menu Card Branding!!!

Our latest edition to the ever growing list of media venues we offer on Vistara are the Menu Cards. For the first time we can brand the outside back cover of the Vistara Premium Economy Menu Cards.

On every flight, passengers in Premium Economy Class are handed out the Menu cards for the selection of Food and Beverages. Every passenger looks at the Menu Card to place his order. This is a great opportunity to get your message across a select High Net Worth Audience.



## Commercials: Menu Card Branding

Advertising Type	Qty	Rate (Rs.) Per Month	Production (Rs.) Per Month
Menu Card Branding	25,000	200,000/-	Inclusive

\*Taxes Extra as applicable  
Minimum Order : 1 Month  
Lead Time : 2-3 weeks  
Applicable on all flights

# Why Advertise on Vistara???

*Because.....*

It is the newest full service airline for high net-worth individuals. With an average fleet of less than 1 year, Vistara has one of the youngest airline fleet in the world.

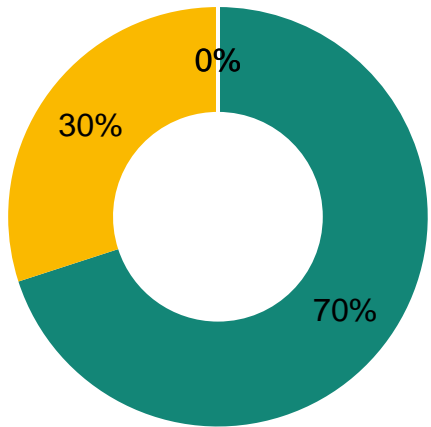
Currently operates a fleet of 9 aircrafts flying to 12 destinations within India with 1228 monthly flights.

Ferries over 2.0 lac passengers every month.

# Vistara Passenger Demographics

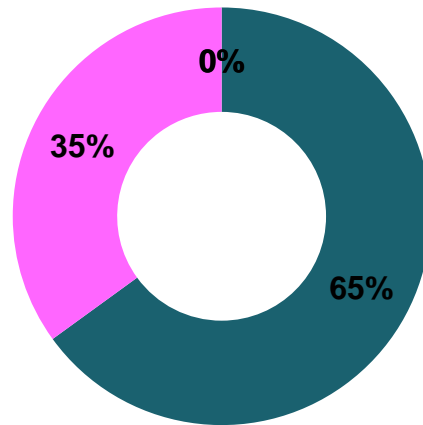
## Traffic

■ Domestic ■ International/Onward



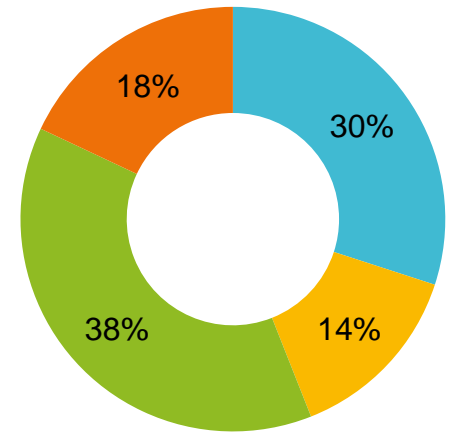
## Gender Ratio

■ Male ■ Female



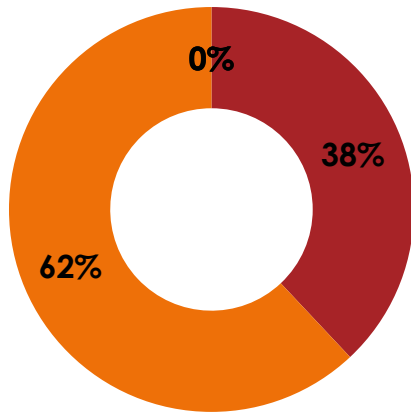
## Income

■ SME ■ PSU  
■ Salaried ■ Others



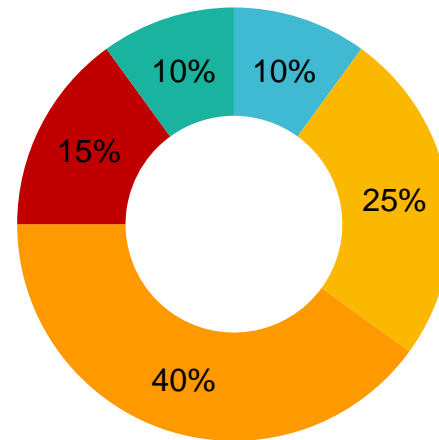
## Travel Mode

■ Leisure ■ Business



## Age

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



# Route Map

12 Domestic  
Destinations

9 Aircrafts

307 Weekly Flights

