

Etihad airline creative brief

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Advertising brief - Bill Abdul Hak Client: Etihad Airlines Background to the product and Ad campaign. -Introduction of the brand. Etihad Airline is one of the leading international aircrafts, and in just five years they have flown more than 17 million Guests to more than 50 destinations across the Middle East, Africa, Australia, Europe, North America and Asia. With their multi national campaigns , Etihad is ranked as the number one airline. Etihad Airways has received over 30 awards since its inauguration in 2003. It has a four star rating by Skytrax and a five star rating for its first and business class product.

It is currently voted the number 1 airline for having the best business class in the world. It has also dominated awards for having the best first class in the world, winning it for the second time in the last two years; which were awarded by the WTA - 'World Travel Awards' association. -History Etihad Airways which means (unity) was established as the national airline of the United Arab Emirates in July 2003 by Royal (Amir) Decree issued by Shikh Khalifa Bin Zaid Alnahyan. It started with an initial paid-up capital of AUD 160 million. Services were launched with a ceremonial flight to Al Ain which is a state in UAE on 5 November 2003. On 12 November 2003, Etihad commenced commercial operations with the launch of services to Beirut, and has gone on to become the fastest growing airline in the history of commercial aviation. ? In June 2004, the airline made an AUD2.

6-billion order for new aircraft in 2004, which included five Boeing 777-300ERs and 24 Airbus aircraft, including four A380-800s. The airline announced the largest aircraft order in commercial aviation history at Farnborough International Air show in 2008, for up to 205 aircraft - 100 firm

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orders, 55 options and 50 purchase rights. As of May 2010, the airline operates services to 61 destinations around the world from its home base in Abu Dhabi. In 2008 Etihad carried more than 6 million passengers, compared to 4.6 million in 2007. In 2009, seat factor was 74 per cent, holding steady on the 2008 level. Etihad Airlines, also sponsors multi sports events, locally and internationally.

In the year 2000, Etihad sponsored the Melbourne premiere and multi purpose sports venue (Etihad Stadium). Etihad Stadium branding features on giant landmark signs on the outside of the building and on all directional, scoreboard and perimeter advertising signage throughout the interior of the Stadium. In 2008, it also sponsored the Ferrari F1 Team, formula 1 world championship holders. Also, in December 2007 it became the title sponsor of the Formula One Abu Dhabi Grand Prix. The deal was the F1 race in the UAE's capital city named the Formula One Etihad Airways Abu Dhabi Grand Prix until 2011. -Australian Service History. Etihad Airways, has increased the destinations available for passengers traveling to Australia by expanding its code share agreement with Qantas.

As part of the agreement, the Etihad two-letter 'EY' code is now placed on flights from Sydney to Ayers Rock (Uluru), Alice Springs, Canberra, Hobart and Melbourne and flights from Brisbane to Cairns. The expansion of this codeshare agreement with Qantas reaffirms the commitment to passengers around the world who are flying to Australia and want to visit towns and cities outside the key gateways. The new routes are in addition to the services that were part of the initial codeshare agreement, which

commenced in March 2009 and include flights between Sydney and Brisbane, Sydney and Cairns, Sydney and Adelaide, and Melbourne and Adelaide, as well as Sydney to Auckland in New Zealand. More over , recently, Etihad Airways has received interim authorization from the Australian Competition and Consumer Commission (ACCC) for its proposed strategic alliance with the Virgin Blue Group. The ACCC approval means Etihad Airways and Virgin Blue will offer customers a new combined global flight network, connecting passengers between Europe, the Middle East, Asia, Australia and North America. The approval allows Etihad and Virgin Blue to sell, market and distribute the “ joint product” to customers as well as publish aligned flight schedules, which will cover more than 100 global destinations. Positioning in Australia.

With these agreements , Etihad Airlines ensures that it is the best airline that covers the entire middle east and the rest of the globe , making sure that it is the best carrier to take , especially if flying from Australia. -objectives. - Marketing objectives To increase sales of airline tickets by 25% by the end of August 2011 -Communicationobjective To increase awareness by 20 % by the end of January 2011 -Target Audience. Demographics . M/F 16 and up working or supported by a workingfamilywith a medium to high income, - Psychographics. The target market are those who love to experience different cultures and different locations. Concerned about safety and security , and don't mind paying for leisure services, and don't like to waste time till they get to their destination -Behavioral and Usage.

It's for those who like to travel around , work to save money, and engage in different activities. -Current Advertising activities The current advertising shows different passengers boarding the aircraft , and each of these passengers is treated very personally depending on their personal favorite lifestyle and preference. With a voice over stating that this passenger likes it private space , and the other likes it dreamy , where another prefers it laid back and some like to dream on their own. Finalizing the ad with an open question to suit your preference saying (how would you like to fly with the best?) and ending it with the slogan Etihad Airways, the world's leading airline. Also, the Formula One Campaigns that is being held in Abu Dhabi sponsored by Etihad Airlines , with F1 Logos on airplanes , tickets and website. -Competition. In general , every airline is a competitor for Etihad Airlines since they cover all destinations , but specifically a fierce competitor for Etihad is Emirates Airlines that covers almost same destinations , but an advantage for Etihad is that its home city is the capital which is Abu Dhabi , unlike Emirates that flies from Dubai , and Etihad has slightly better ticket prices.

-Brand Character. Etihad image is that of a luxury and convenience. The brand is known for being reliable , luxurious, affordable, and personalized service is offered. -Desired brand image. The desired brand image for Etihad will be a combination of luxury and comfort and relaxing . A vacation starts from departure , ensuring safety luxury and comfort till you get back home. - Positioning The Etihad service brings quality service into your holiday.

Positioned in the medium high end of the market, the Service is unique personalized with different variations from economy to business to first class.. -Look and Feel The tone and manner of Etihad will highlight the brand personality and values. The tone will be smooth and elegant. SWOT Analysis Strengths : -Strong name known to public -Strong market position - Great historical background with no accidents -It's head quarters (Abu Dhabi) is in the middle of all Mideast destinations. -Flies to more than 60 destination. -Best business class in the world.

-Direct flights to destinations Weakness: -Ticket prices are expensive. - Economy class seats are small -Baggage allowance is only 20 kg. -Flights can book out quickly Opportunities: -Airline could become number one. - Create new seating spaces. -Affiliate a full service air and land like car and hotel. link with other airlines to destinations they don't reach Threats: -Emirates airline is it's fierce competitor . -Natural aircraft disasters can make people fly less.

-Economical crises like oil prices going up can increase ticket prices. Creative Brief 1. Role of Advertising. Etihad Airline is one of the leading international aircrafts, and in just five years they have flown more than 17 million Guests to more than 50 destinations across the Middle East, Africa, Australia, Europe, North America and Asia. With their multi national campaigns , Etihad is ranked as the number one airline. . Target Audience: A.

Demographics: M/F 16 and up working or supported by a working family with a medium to high income. B. Psychographics. The target market are those who love to experience different cultures and different locations. Concerned

about safety and security , and don't mind paying for leisure services, and don't like to waste time till they get to their destination. C. Behavior and Usage.

It's for those who like to travel around , work to save money , and engage in different activities. D. Key Consumer Insight. I want a good price for an air ticket , and a direct flight without having to change flights and waste time to get to my destination, without compromising on safety and luxury 3. USP. vacation starts from point of departure , our service is personalized to suit your preference and luxury is generously offered. 3- desired positioning : The Etihad service brings quality service into your holiday.

Positioned in the medium high end of the market, the Service is unique personalized with different variations from economy to business to first class.. 4 -Tone and manner: The tone and manner of Etihad will highlight the brands personality and values. The tone will be smooth and elegant. 5- creative strategy: beginning of summer season , when people have free time to travel and explore different nations. 6- media strategy : our media strategy should cover all mediums in terms of T. V.

Radio , Print Ads , Bill Boards and specifically social Net working. 7-Timing: The timing must be mid December 2011 till end of February 2012. 8- Mandatory's : Logo , and trademarks of Etihad's like uniform and friendliness and hospitality