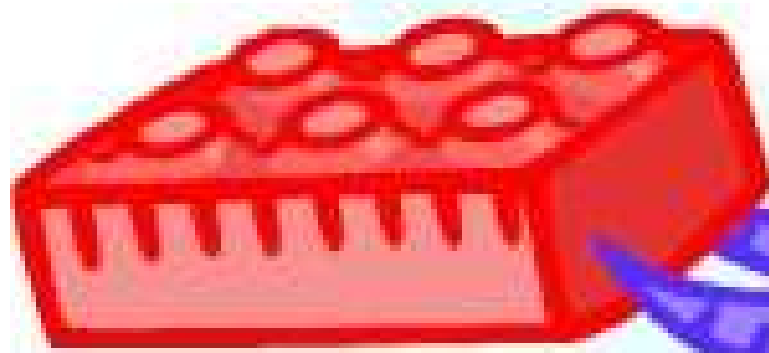
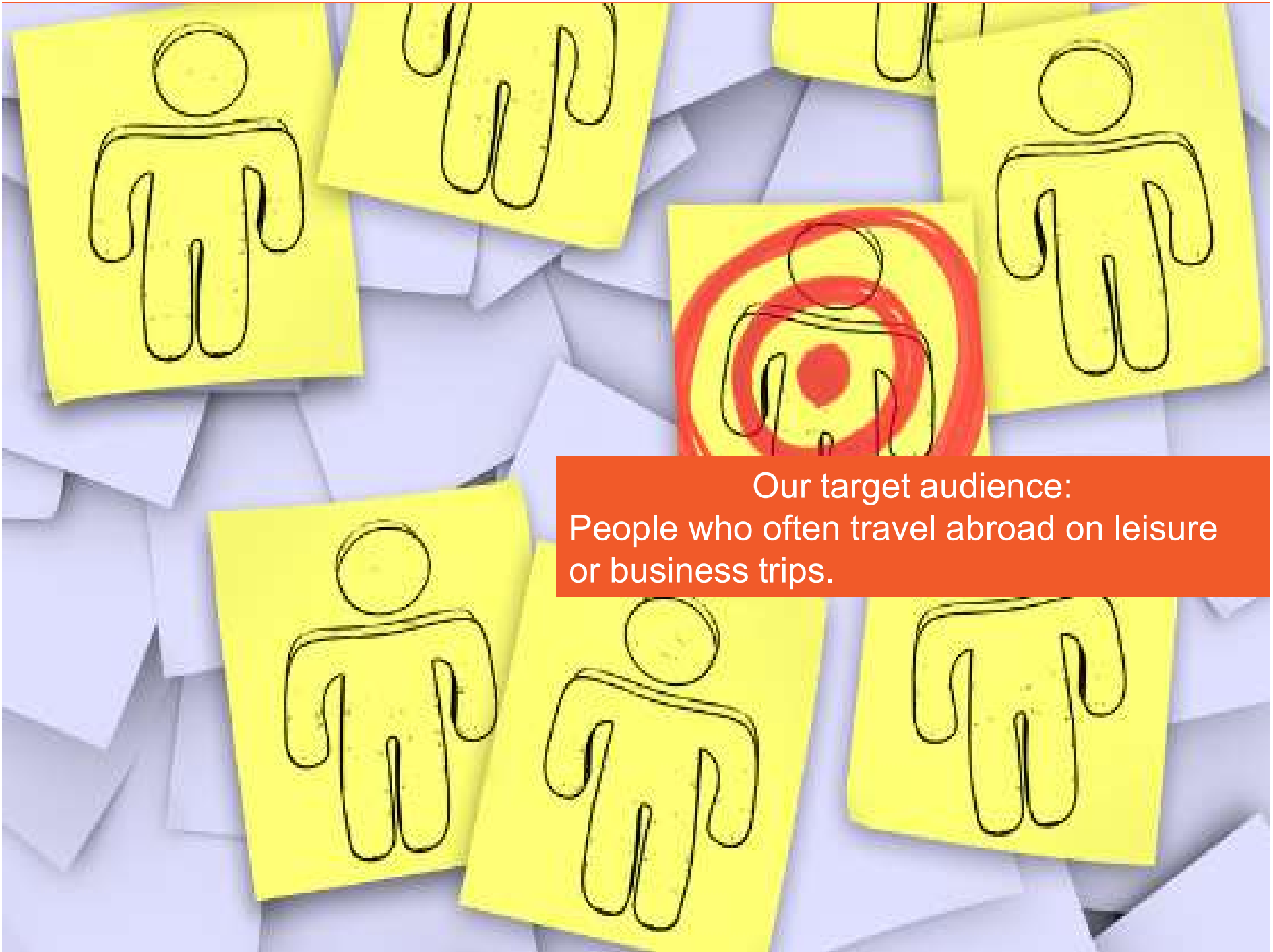




# Air Arabia: Social Media Campaign

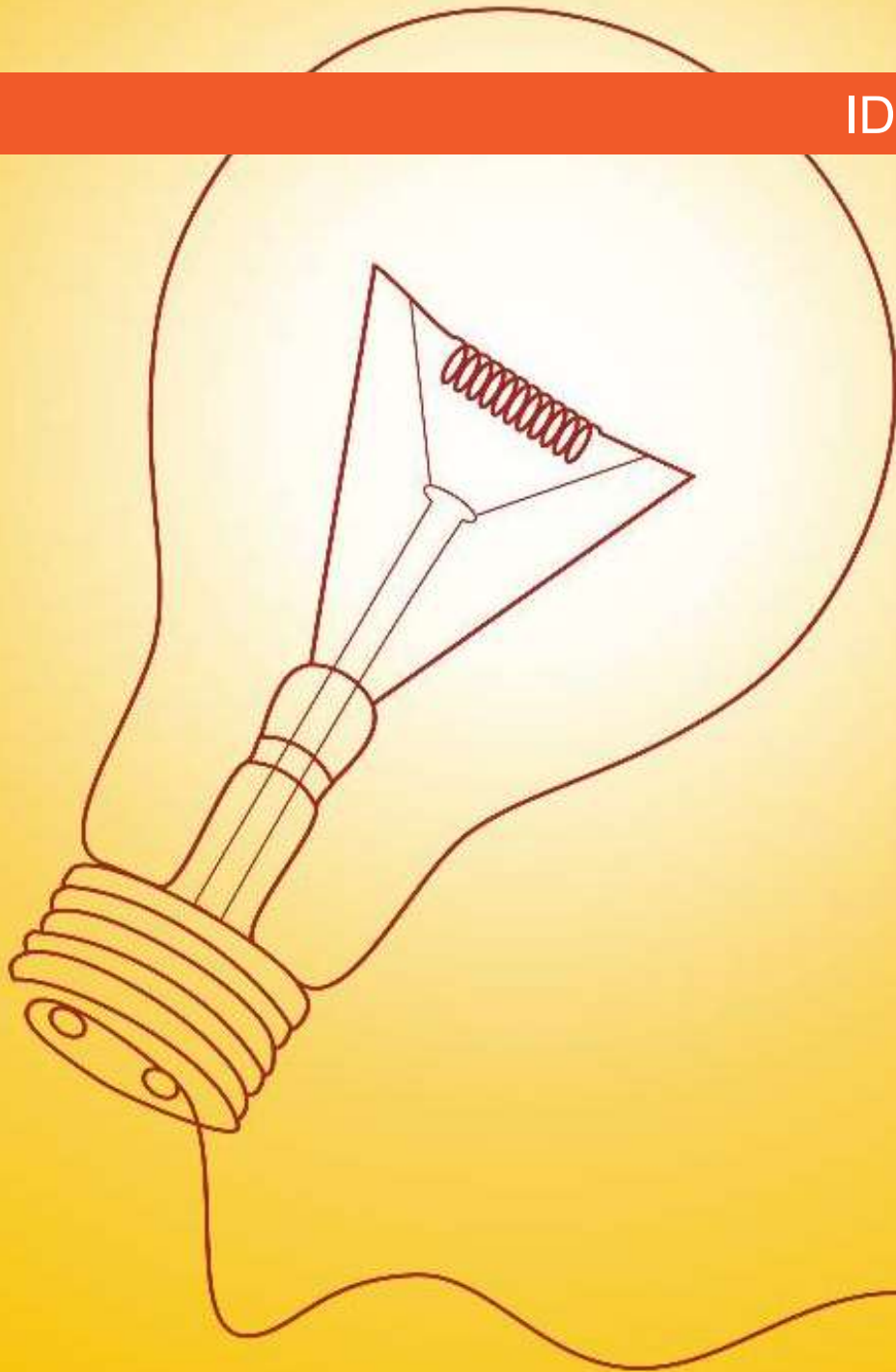


Task:  
To show the variety of flight directions which are operated by Air Arabia, uniqueness and attraction of these places.



Our target audience:  
People who often travel abroad on leisure  
or business trips.

IDEAS





One Thousand and One Nights

A photograph showing the silhouettes of two people riding camels across a desert landscape at sunset. The sky is a mix of orange, yellow, and brown, with some clouds. The camels are walking from left to right. The riders are wearing traditional head coverings. The overall mood is serene and evocative of a desert journey.

## One Thousand and One Nights

### Insight:

One of the key associations with Arabic culture is a collection of fairy tales "One Thousand and One Nights."

## One Thousand and One Nights



Main point of the project:  
The contest of travel stories. The life of people in the countries where Air Arabia flies, that can be observed while travelling, experiences and events.

One Thousand and One Nights



Basic communication platform: webpage of the project, where members can post their own stories, both in text and in audio format.

One Thousand and One Nights

A red and white sign with the word "VOTE" in large, bold, white capital letters on a red background. The sign is placed on a green carpet. The sign has a frayed, ragged edge.

There is a vote held on the webpage (with login via social networks), and user stories are ranked according to the rating.



## One Thousand and One Nights

**Determination of Winners:**  
Winners of three places (one first, two second and three third respectively) are determined by the jury: known authors of travel blogs, bloggers-travelers.



Another prize ("Congeniality") is received by the story with the highest number of votes.

Like

## One Thousand and One Nights

The result of the competition is an audio book, compiled from the works of the winners.





## One Thousand and One Nights

It is possible to collaborate with a children's publishing house to give the results more significance.



One Thousand and One Nights

The presentation of the audio book to the media is held.

One Thousand and One Nights

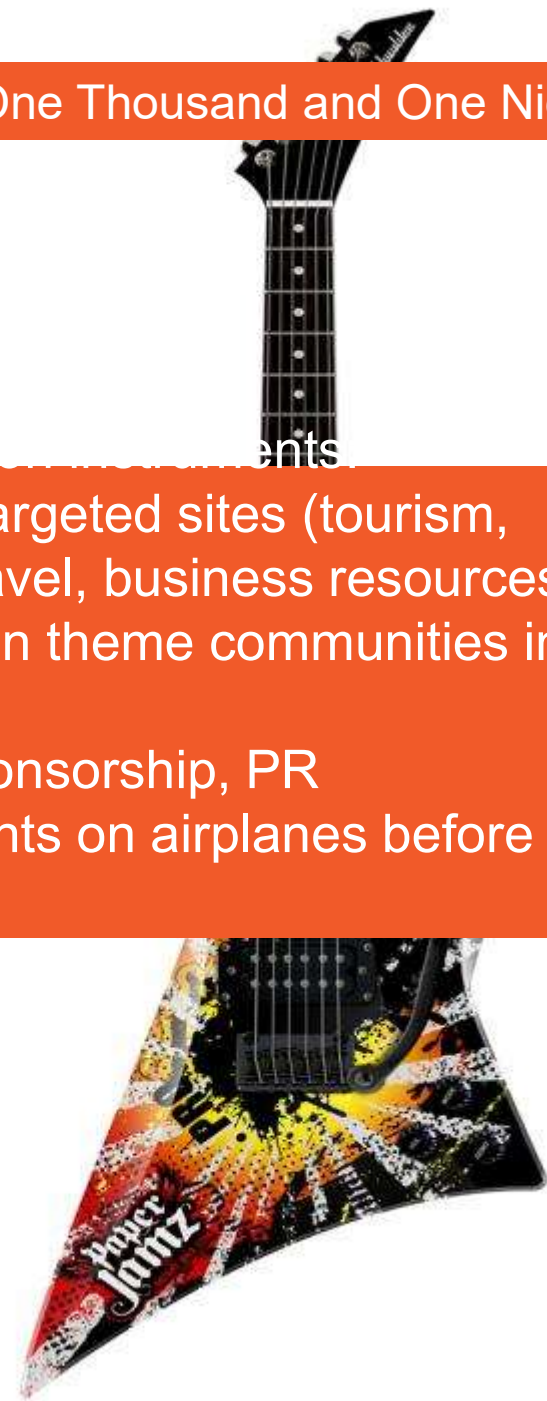
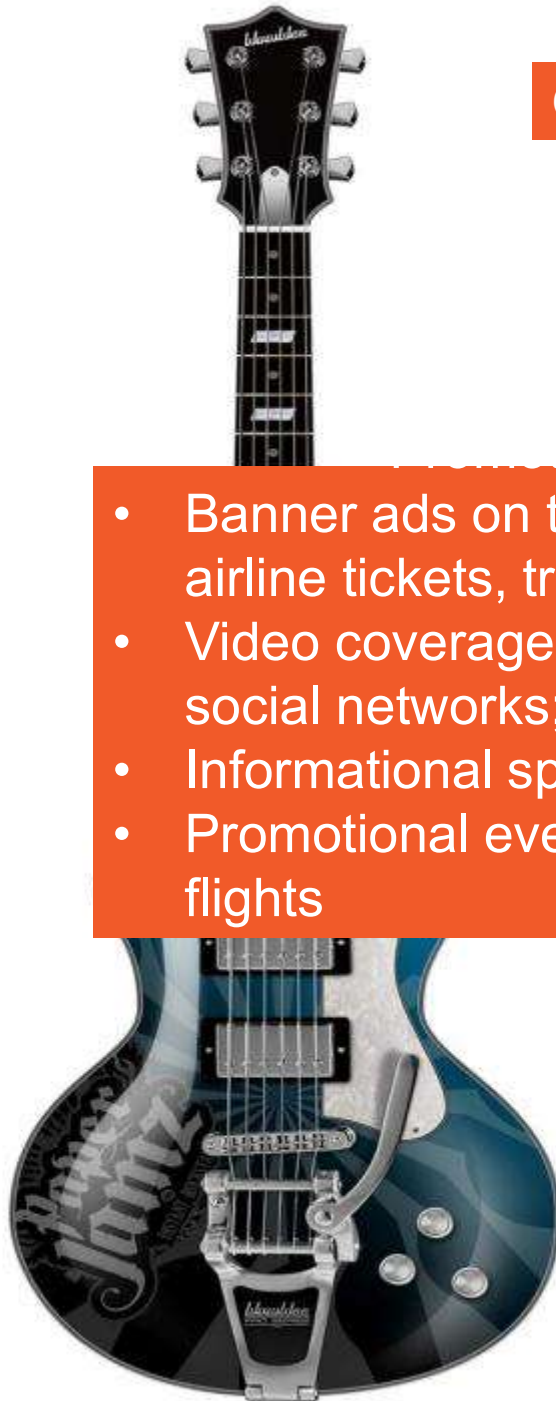
Also, the audiobook is a free gift while purchasing tickets for Air Arabia flights. It is possibly to download book to all smartphones



The image features five black silhouettes of business professionals—three women and two men—standing in a row. They are positioned in front of a large, glowing blue globe that is composed of a grid of small white squares. The background is a gradient of blue, and the silhouettes and globe are reflected on a glossy surface below. Two orange text boxes are overlaid on the image: one at the top right and one in the center right.

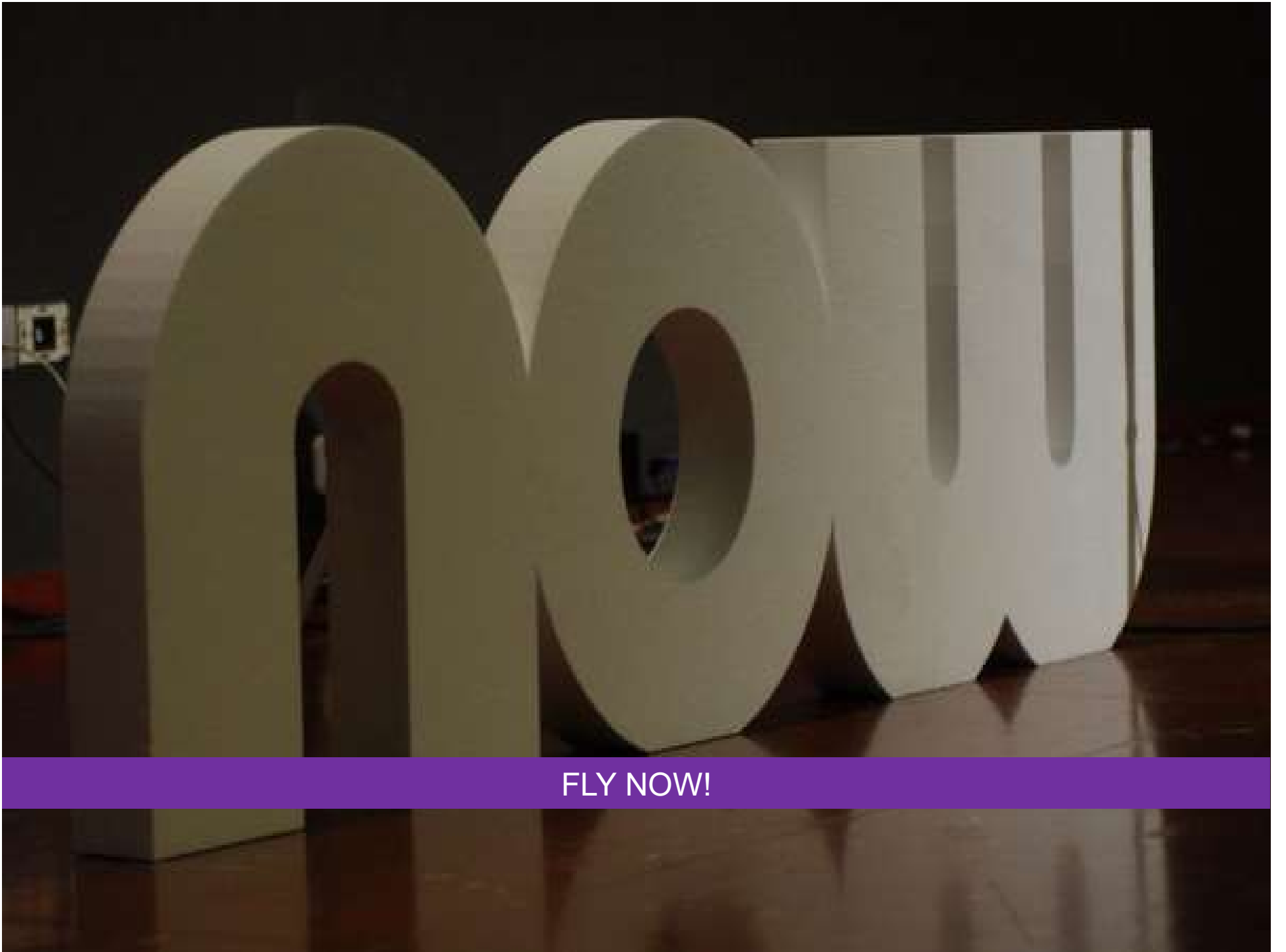
One Thousand and One Nights

This campaign is a powerful image tool and will provide significant coverage not only in social networks, but also in the media.



## One Thousand and One Nights

- Banner ads on targeted sites (tourism, airline tickets, travel, business resources);
- Video coverage in theme communities in social networks;
- Informational sponsorship, PR
- Promotional events on airplanes before flights



FLY NOW!



FLY NOW!

Main point of the project:  
If you are ready to make a trip as soon as tomorrow - we will give you the opportunity to save! Each week on the Air Arabia official Facebook-page, fans will be able to buy tickets for one of the airline flights with a discount of 80%!



FLY NOW!

The conditions of the promotion would be the following:

On a certain day (for example, Monday) the airline selects a next day flight with a few unsold places. It offers fans a possibility to buy these tickets with a huge discount, but with one condition:

**DEPARTMENT IS ON NEXT DAY!!!**

FLY NOW!



This campaign is valid only for destination where Ukrainians can travel without a visa.



FLY NOW!

Goal!

Goals:

- Increase the number of fans of the page;
- Cause the fans to follow the activity of the company in Facebook, expecting to promotional offers;
- Redirect traffic from the Facebook page to the site Air Arabia;
- Sell the last free space on the flight.



**SOLD OUT**

Let's fill the plane

# Departures

Let's fill the plane

Flight

Destination

QF

085

HONG KONG

NZ

008

AUCKLAND

SFO

CX

104

HONG KONG

SINGAPORE

MH


148

SIEM REAP

4121

KUALA LUMPUR

There is a brand application created for Facebook network that demonstrates all directions operated by Air Arabia. Any user who will like Air Arabia page and register with the application, will be able to choose one of these directions.

A photograph showing the interior of an airplane cabin. The view is from the aisle looking down the length of the plane. Rows of dark-colored seats with headrests are visible on both sides of the aisle. The cabin lights are on, and the overall atmosphere is clean and empty.

Let's fill the plane

As the registrations proceeds in each direction there will be " virtual planes filled ": for every 853 "check ins" (capacity of the largest passenger aircraft) Air Arabia will randomly raffle one real ticket for this direction among the registered users.



Let's fill the plane

How many "filled planes" there are - as many tickets will be raffled, so that the participants will have a motive to invite friends - to get the virtual planes filled in quickly.

Let's fill the plane




This technique will allow in a short time get a large number of subscribers to the page and then work with them further by the means of sales communication.



**DISCOUNT**

Your choice - your discount!

A collection of hand-painted wooden directional signs for various cities and distances. The signs are made of wood and painted in various colors like yellow, purple, green, and white. Some signs include distances in miles. The cities listed include Tokyo, Sydney, Lhasa, Seoul, Moscow, Athens, and Sier. The signs are arranged in a somewhat chaotic but overlapping manner.


Your choice - your discount!

Each week on Air Arabia official page on Facebook, we launch voting on three destinations which the airline flies from Ukraine to. According to the offer rules, users vote for the one of the directions where they want to fly.

Your choice - your discount!

A large, 3D-rendered green number '20%' is the central focus of the image. The numbers are thick and have a slight shadow beneath them, giving them a three-dimensional appearance. The background is a plain, light color.

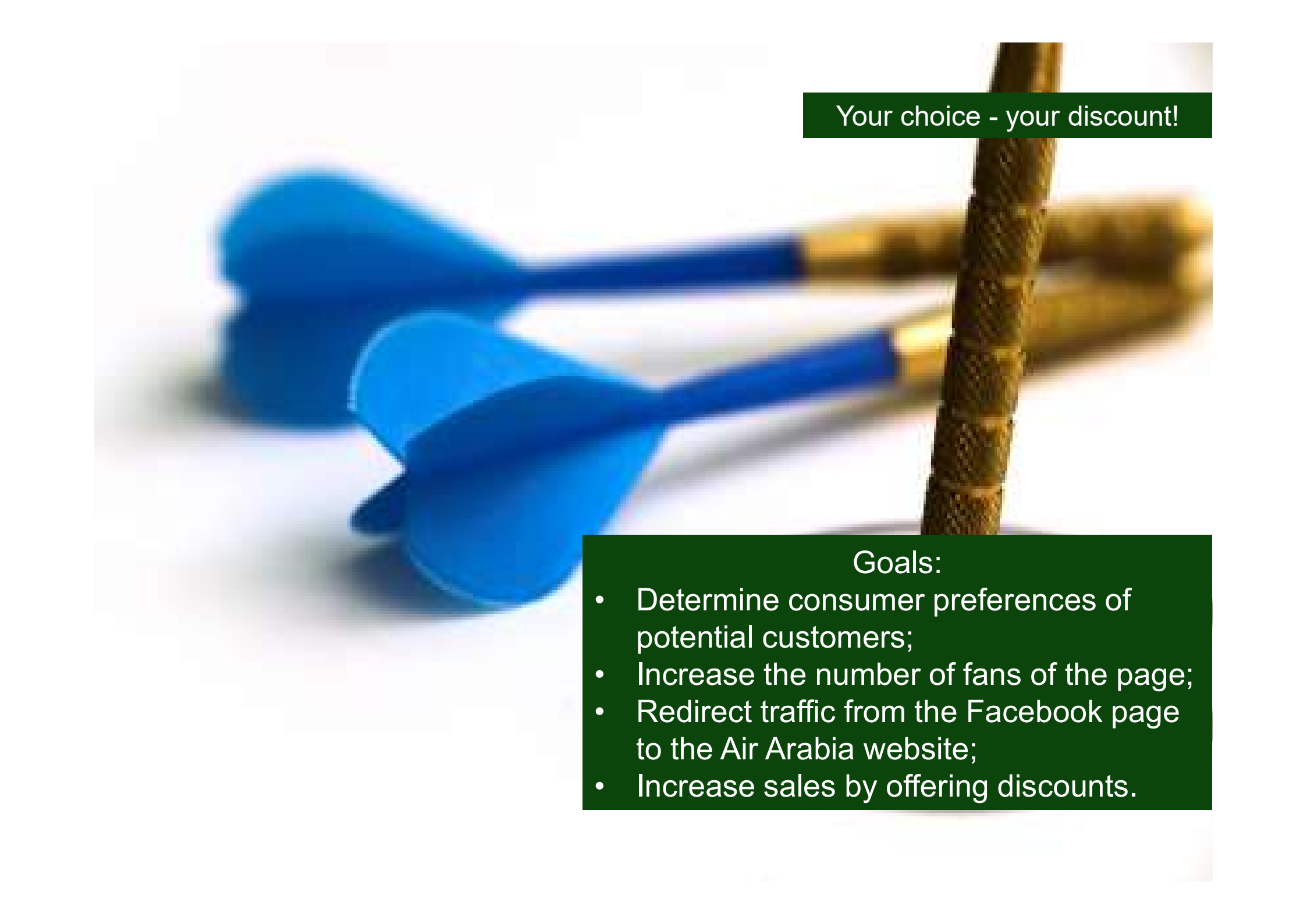
According to the voting results, one of the directions wins at the end of a week and the airline company makes a 20%-discount only for that route (the discount amount is indicated), and informs users on the page about it.



Your choice - your discount!

**SATURDAY**

Each week voting choices are changed, so that users do not always choose the same popular destinations.



Your choice - your discount!

Goals:

- Determine consumer preferences of potential customers;
- Increase the number of fans of the page;
- Redirect traffic from the Facebook page to the Air Arabia website;
- Increase sales by offering discounts.



PR&Digital Agency

Thank you for  
your attention!