

1984

RYANAIR



INTRODUCTION

Ryanair is an Irish low-cost airline founded in 1985 and headquartered in Swords, Dublin, which has grown to become Europe's largest airline group by passenger numbers.



- Founding and growth
- Business model
- Fleet and network
- Market position
- Customer service and controversies

ANALYZE MARKETING MIX

Main service, which Ryanair provides, are extra-budget flights, which made the company the largest airline in Europe in 2024.

PRICE

Ryanair is widely known for their goal of keeping flight prices as low as possible, and that was the main reason why they become dominating airline in Europe.

DISTRIBUTION

Ryanair company originates from Airside Business Park, in Swords, County Dublin, Ireland, and currently has 95 operating bases across Europe.

PROMOTION

Ryanair's promotion in recent years is often cited as a very interesting example of brave and even an aggressive marketing.

RYANAIR - BRAND ANALYSIS

OVERVIEW & MODELL

BUSINESS MODEL:

- Europe's largest low-cost carrier with ~184M passengers (FY24)
- Ultra-low-cost strategy: single aircraft type, fast turnaround, secondary airports
- High scale efficiency supported by 640+ aircraft and large Boeing MAX orderbook
- Revenue structure mixes low base fares + strong ancillary income (bags, seats, extras)

MARKET POSITION:

- Leading LCC in Europe by capacity and passengers
- Strong price advantage and aggressive network expansion
- Highly recognisable "low-fare, no-frills" positioning

Ryanair: Operational & Strategic Analysis



Operations:

- High aircraft utilisation and punctuality focus
- Large workforce (27,000+ employees) with centralised cost control
- Fleet modernisation toward fuel-efficient MAX aircraft to reduce per-seat costs

Strategic Direction:

- Expand traffic with more fuel-efficient aircraft
- Maintain ultra-low-cost structure to protect market leadership
- Strengthen brand through improved communication, digital services, and reliability
- Continue targeting leisure and price-sensitive passengers across Europe

BRAND ARCHETYPE

PRIMARY ARCHETYPE:

The Jester
Bold, irreverent,
humorous — uses wit
and provocation to
make travel feel fun
and affordable.

SECONDARY ARCHETYPE:

The Everyman (with
Rebel elements)
Practical, accessible, and
anti-establishment —
focused on “flights for
everyone” and willing to
break airline norms to
keep prices low.

CORE PROMISE:

Unbeatable low
fares delivered
with a direct,
playful voice.

VOICE

Sharp, witty, sometimes provocative; casual and meme-friendly.

PRODUCT

Ultra-low-cost base offering with many paid ancillaries.

CUSTOMER EXPERIENCE

Functional, efficient, expectation-driven — “you get low price first.”

EMOTIONAL TONE

Freedom, spontaneity, cheeky confidence.

HOW THE ARCHETYPE SHOWS UP:

STRENGTHS AND WEAKNESSES

- **LOW FARES**
- **HIGH FLIGHT LOAD FACTORS**
- **OPERATIONAL EFFICIENCY**
- **STRONG BRAND IN THE LOW-COST SEGMENT**

- **POOR SERVICE**
- **ADDITIONAL FEES**
- **RIGID SERVICE POLICY**
- **DEPENDENCE ON THE EUROPEAN MARKET**



RECOMENDATIONS



Here are a few pieces of
advice for a company
“Ryanair”

1) COMMUNICATION & TONE

- Two-mode messaging
- Use humor to educate



2) PRODUCT & CUSTOMER EXPERIENCE

- Radical transparency on fees
- Small, high-value CX improvements
- Offer inexpensive micro-upgrades

3) MARKETING & BRAND EXPRESSION

- Authentic everyday imagery
- Campaigns that lean into the Rebel angle
- Leverage user humor

4) INTERNAL & CULTURE

- Embed archetype in training
- Decision filter
- Incentivize simplicity

SOURCES

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**THANK YOU
FOR YOUR
ATTENTION!**