

INCREASING AWARENESS AND BRAND CONSIDERATION FOR PACIFIC BLUE

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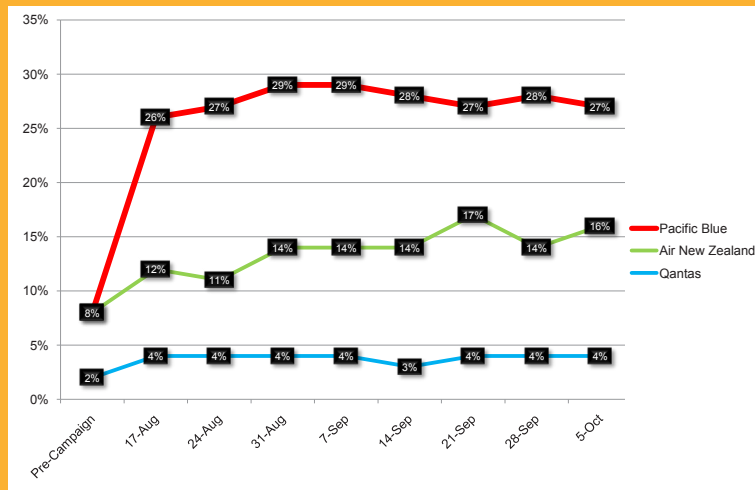
In August 2008, Pacific Blue ran an Out-of-Home advertising campaign with iSite Media utilising our Wellington coverage, including Wellington International Airport and our Bus fleet.

The campaign was intended to bring awareness to Pacific Blue's increase in flight routes, whilst also ensuring that their brand was top of mind when booking flights.

The billboards were used to create impact whilst the Fullback buses maximised reach.

Pre and post research was carried out with people aged 25-50 years who live in the Wellington area.

PREFERENCE OF AIRLINES



CAMPAIGN RESULTS

- Total awareness grew strongly with 73% of the target audience recalling the Pacific Blue out-of-home activity.
- Airport advertising was seen twice as much by frequent flyers
 - External Airport advertisements were noticed 40% by frequent flyers and 20% by those who fly less often
 - Internal Airport advertisements were noticed 26% by frequent flyers and 11% by those who fly less often
- Message outtake increased sharply over pre-campaign, with significant increases in the key message on strategy outtakes of 'increased frequency' (increase of 7%) and 'destinations' (increase of 11%).
- Approximately 50% of respondents state that Pacific Blue is their Airline of choice as a result of viewing the campaign. Those spontaneously aware of Pacific Blue were even more likely to choose Pacific Blue as their carrier of choice (well over 50%)
- Willingness to fly Pacific Blue also showed an increase of 11% – with all other airlines identified showing a decrease across this time.

*SOURCE: Big Picture Research, August 2008. Pre-Campaign Benchmark: N=202, Campaign Tracker: N=400

For more information on this case study contact iSite Media