

JAZEERA AIRWAYS – ‘I LOVE SUMMER’ CAMPAIGN

SCENE	VO	SUPER
<p>Scene 1 City of Kuwait Shot of Kuwait city as if looking from inside flight</p>	<p><i>SFX (radio voice): “Ladies and gentlemen, this is Jazeera Airways and I’m your chief flight attendant. On behalf of the (Captain and) the entire crew, welcome aboard our “I Love Summer” campaign.</i></p>	<p>Award-winning largest carrier in Kuwait by served destinations.</p> <p>One of the most punctual airlines in the Middle East</p>
<p>Scene 2 – Pull outs from Kuwait City - Pull out from Kuwait City and long shot to Kuwait map....showing various flight routes out of Kuwait</p> <p>- Show people in time-lapse...inside generic airport</p>	<p><i>“Dear Passengers, this is our flight plan:</i> We wanted to achieve a 65% share of pre-bookings in the busiest season - June to September, when half-a-million passengers travel in and out of Kuwait for their summer break. The target was to increase revenues and social media fan base through interaction and engagement.</p>	
<p>Scene 3 – Campaign “I Love Summer” tapping into people’s nostalgia and emotions for their summer destination.</p> <p>Footage/Pictures of people packing for summer (show thought bubble with resort scene etc.), people sitting day dreaming about holidays</p>	<p>To achieve this, Jazeera Airways researched the emotions and feelings behind summer travel and discovered <u>nostalgia</u>, <u>excitement</u> and <u>relaxation and fun</u> that comes with summer holidays. Thus the insight of “I Love Summer” was born.</p>	<p>(For <u>nostalgia</u>): Holiday back at homeland with loved ones (For <u>Excitement</u>): Travelling to new destinations (For <u>Relaxation & Fun</u>): Summer Break</p>
<p>Scene 4 Facebook Contests</p> <p>Scroll capture of Facebook timeline The part April – May when campaigns took place....the images of specific campaigns...popping up into camera.</p> <p>Last part of this will dissolve into top shot of aircraft on the runway.... Could be generic flight of aircraft with Jazeera branding.</p>	<p><i>“And now our Flight Time:</i> The campaign was initiated in April on Jazeera Airways Facebook page with 20,159 fans. 1,2) They were provided with Facebook cover photo templates featuring the slogan “I Love Summer in” which could be customized with their preferred destination. 3) Branded car stickers with the slogan were distributed in the malls for upload on Facebook. The most creative Facebook Cover photos and car sticker photos were gifted travel vouchers.</p>	<ol style="list-style-type: none"> 1) 1,000+ cover photos changed 2) Exposure to 200,000+ Facebook friends. 3) 1,000+ car sticker photos uploaded
<p>Scene 5 Same image/video continue into this Show flight taking off while With facebook scrolling page (30% opacity as background.)</p>	<p><i>SFX: “Flight attendants, prepare for take-off please. Cabin crew, please take your seats for take-off.”</i></p> <p>“I Love Summer” managed to create conversations beyond their</p>	<ol style="list-style-type: none"> 1) 12,000+ people talked about “I Love Summer” 2) Engagement Rate-1.1793% (industry average: 0.17%) 3) Achieved pre-booking

<p>Engagement Rate – Super here</p> <p>Flight taking off maybe show with trail.....end of flight nose Show super</p> <p>“Achieved pre-booking 93% “</p>	<p>community and was able to change their travel plan habits for summer. Sales target was exceeded by almost 50% achieving a pre-booking target of 93%!</p> <p><i>SFX: On behalf of Jazeera Airways and the entire crew, I'd like to thank you for joining us on this trip and we are looking forward to seeing you on board again in the near future. Have a nice day!"</i></p>	<p>target of 93%</p>