



**In-Flight Advertising Proposal for Air Asia India**



## MEAL TRAY BACK

This is the space behind the seat which faces the passenger throughout the duration of the flight from Rows 2 to 31.

This is regular reinforcement of the brand message and gives brands the opportunity to increase recall with passengers who are exposed to the messaging for the duration of the flight.

## Our Impossible to Miss Advertising

Visible to every passenger while the tray table is in its upright and locked position. Depending on the configuration a total of 162 – 168 meal tray backs will be placed inside each aircraft. This global advertising media vehicle is present in over 20 airlines across the world. Reach high net worth customers arriving into your market before your competitors.





**Tail Wrap  
(First Time  
In India)**

**Fuselage  
Wrap**

## **WRAP**

Imagine an aircraft, with YOUR brand advertised on its entire fuselage. The large flying billboard sure gets noticed across the country and ensures people talk about it. No other form of advertising comes close to capturing the attention of your audience. And that's not it..... The wrap can be promoted through print, tv & online media giving you a complete 360 degrees outlook. Unique and Innovative concept that ensures millions of eyeballs and great recall.

The wrap design can comprise of the entire aircraft excluding the engines which will carry the AirAsia logo plus the mandatory signage.

The design will need to be mutually acceptable to the brand and the AirAsia management.

AirAsia India, one of the most popular new entrants in the aviation space in India will be inducting the 7th aircraft into its network in September 2016. In association with this aircraft induction, AirAsia would like to invite potential partners to brand the wrap of the 7th aircraft as a very unique brand communication opportunity in the Indian market.

The campaign will last for 12 months starting August 2016 and will fly into the airports where AirAsia operates namely Bangalore, Delhi, Jaipur, Chandigarh, Pune, Goa, Kochi, Guwahati, Imphal, Vizag and new routes that AirAsia will start.

In addition to the rental space, AirAsia will be pleased to offer the following benefits :

1. A special launch event at the hangar to invite the media and key business partners
2. A joint paid social media campaign to launch the livery
3. Inflight advertising on the aircraft meal trays or overhead bins during the campaign
4. The brand can film the making of the livery as a keepsake
5. Introduction to the manufacturer of miniature aircraft models



## Overhead Bins

Impossible to miss large format media that runs from the front till the back of the aircraft cabin.  
High Recall, high visibility further strengthens your brand / message with creative advertising.



- Several mix & match branding options available
- Create a story board using 3-4 panels to tell a story
- View Time of 1 – 4 hours per flight with a captive, high net worth audience.



## Skyline Panels

**Skyline Panels** start from the front of the cabin, and go all the way to the back on both sides creating 100% visibility and impact for the passengers.

Large format media above the windows, across the length and breadth of the aircraft guarantees 100% visibility and high recall.



## **Branding Zone !!!!**

Visible at all times, this media avenue can be used to create a storyboard, promote multiple key features of your products/ services to keep passengers engaged through the flight.  
View Time of 1 – 4 hours per flight with a captive, high net worth audience.  
There will be 14 -16 panels on each side making it a total of 28 - 32 panels inside each aircraft.

## Why Advertise on Air Asia India???

*Because.....*

Established in 2013 as a joint venture between Tata Sons Limited, Telestra Tradeplace Pvt Ltd & Air Asia.

India's newest low cost carrier with a market share of **1.9%** and growing rapidly.

It has a fleet of **6** brand new A-320s with all economy seating for 180 passengers and an average load factor of 87.4%.

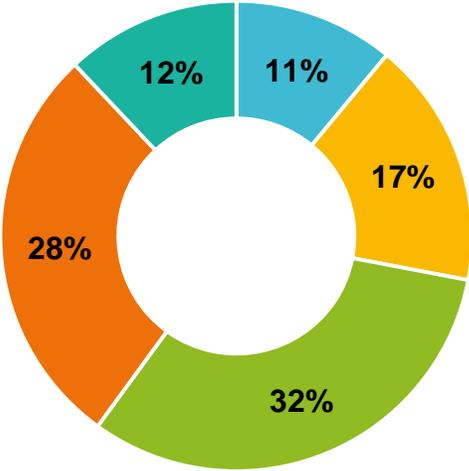
Air Asia India ferries over **1.8 million** passengers annually.

With over **40** daily flights, Air Asia India covers **14** domestic destinations.

# Air Asia India Passenger Demographics

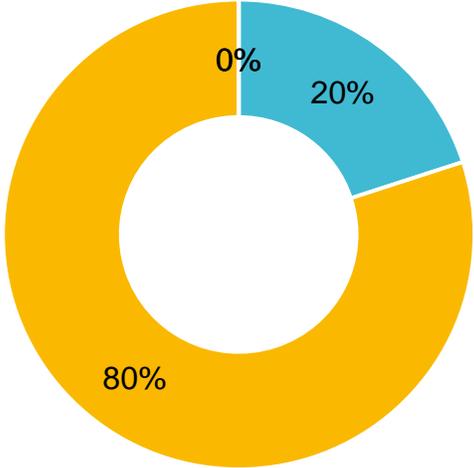
### Age

- Below 20
- 20 - 30
- 31 - 40
- 41 - 50
- 51 - 65



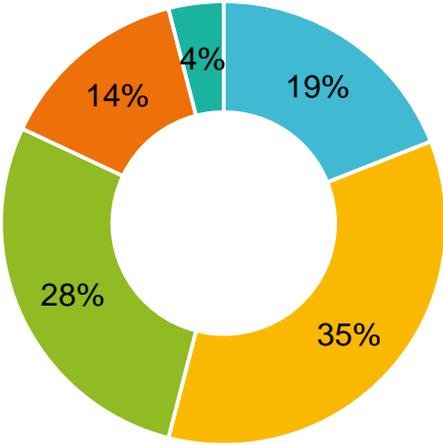
### Sex

- Female
- Male



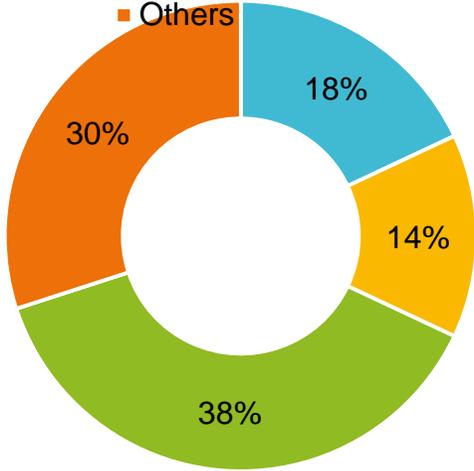
### Annual Income

- Less than 5 lacs
- 5 - 12 lacs
- 12 - 20 lacs
- 20 - 28 lacs



### Occupation

- SME
- PSU
- Salaried (Pvt firms)
- Others





# AirAsia Wide Network



AirAsia India routes

..... Domestic routes

