



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



**How would you like your brand to Talk / Engage  
to your audience  
at 35,000 ft. ?**

**Captive Audience, No Distractions, High Recall, Long Dwell Time!!!!**

Did this question just pop up in your head ?



## *Why Airline Media ??*

***Because.....***

*Reach high net worth captive customers for distraction free viewing of your ads for 1 – 5 hrs.*

*High dwell time allows for a greater depth of engagement, greater levels of recall, retention and higher levels of motivation and brand empathy.*

*Studies show that over 80% people who saw Inflight Advertisements during their flight were able to recall the brand/message with over 35% increase in intent to purchase.*

*No other traditional advertising media is able to achieve even half the unaided recall of in-flight advertising.*

*Best way to reach out to both the Business Traveller as well as the Leisure Traveller.*

# WE ARE UNIQUE FOR MANY REASONS



We're the only media company holding the required certifications to place graphic display advertisements in the most desirable locations inside commercial aircraft.



We have developed a unique program with Airlines to make onboard advertising more appealing.



We're connected around the world.



We can provide an advertiser with MILLIONS of impressions and a huge exposure time with just one airline.



Our teams know airlines and how they work.



We are the global leader in airline innovations and campaigns



We're a one-stop-shop if an advertiser needs resources—from creative design to launch.



We can create "Branding Experiences" that range from pre-flight to exterior aircraft wraps, to fully branded interior and digital advertising during the flight straight on the passenger's own device.

## Seat Back Devices

Placed on the back of the meal tray table in front of every passenger

View time of 1 – 8 hours per flight, the seatback devices are perfectly sized for a one - one interaction with the passenger.

Each seatback in a row is visible to all three passengers providing display options of multiple products or creatives.





## Our Impossible to Miss Advertising

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Visible to every passenger while the tray table is in its upright and locked position.

Patented locking mechanism ensures the ad is tamper free.

Depending on the configuration a total of 162-168 devices 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.



# IFE

The In-Flight Entertainment (IFE) refers to the audio – visual entertainment available to passengers during the flight.

This system provides a unique opportunity to highlight your brand during key moments onboard the Aircraft.

Inflight commercials of 30 seconds and static slides of 8 seconds are played on the IFE and targets all First, Business & Economy passengers on ALL Air India Domestic / International flights.

\*First Class is only available on Widebody Intl Flights.



# IFE

IFE on Air India lets your brand reach over 7.2 million passengers (**92% Indians**) covering multiple destinations.

Most passengers will see your ad twice, once while departing and again on the return flight.





## Option 1: Screensavers – On Domestic Routes



As the passengers board the Aircraft, every airline displays the airline logo or the moving map on their IFE screens. Air India has a Moving Map which plays for 30 seconds as follows:

- 5 sec – AI Logo
- 5 sec – Star Alliance Logo
- 5 sec – Current Position of A/c
- 5 sec – Destination Position of A/c
- 5 sec – Route Map
- 5 sec – Distance / Ground Speed, etc...

Total – 30 Sec for AI Screensavers

Once the internal AI content of 30 seconds are complete, the advertisements begin to play for the next 30 seconds, which are as follows:

- 5 sec – Creative 1
- 5 sec – Creative 2
- 5 sec – Creative 3
- 5 sec – Creative 4
- 5 sec – Creative 5
- 5 sec – Creative 6

Total – 30 Sec for Ad Screensavers

This would play in a loop and continue until safety video is shown (just before take off).

# Commercials : Screensavers – On Domestic Routes



Type of Advertisement	No of Aircrafts equipped with IFE	Total No. of IFE equipped domestic flights per month	Special Rates
5 Sec Screensaver Ad	23	5,500	4.75 lacs

## POSITIONING

- Minute 1      Air India – 30 Secs  
                  Ads Slot – 30 Secs
- Minute 2      Air India – 30 Secs  
                  Ads Slot – 30 Secs
- Minute 3      Air India – 30 Secs  
                  Ads Slot – 30 Secs
- Minute 4 to Minute 15...

The same process continues from the start of the boarding process until the safety video is shown (take off).

Commercials – Rs 4.25 lacs + ST Per Slide of 5 Seconds Each / Min 30 Days  
Lead Time – By 21st of Each Month  
Size of Creative - 640\*430\*8BPP  
Format of Creative - JPEG / GIF

## Option 2: PTV (Public Television) – On Domestic Routes

- There are a total of 5 channels of which the ads will run on 4 channels - Hindi Classical, Hindi Latest, English Comedy & Music Video.
- The content on each channel is on a loop of 90-120 min.
- There can be a total of 4 clients airing their Ads across these 4 channels. Each Ad slot is for 30 secs and will be played on a loop starting at the beginning of the flight and henceforth at every 15<sup>th</sup> minute.
- Total spots per channel depends on the flight time. The average flying time on domestic flights is between 1 – 2 hours, so the ad will be played 5-8 times..
- Sample Playlist:
  - At start Client A, Client B, Client C, Client D
  - 15<sup>th</sup> minute Client A, Client B, Client C, Client D
  - 30<sup>th</sup> Minute Client A, Client B, Client C, Client D
  - 45<sup>th</sup> Minute Client A, Client B, Client C, Client D
  - 60<sup>th</sup> Minute Client A, Client B, Client C, Client D
  - 75<sup>th</sup> Minute Client A, Client B, Client C, Client D
  - 90<sup>th</sup> Minute Client A, Client B, Client C, Client D
- Switching between channels will continue making sure that the ad is being viewed multiple no. of times within the same flight.

## Commercials : PTV – On Domestic Routes



Type of Advertisement	No of Aircrafts equipped with IFE	Total No. of IFE equipped domestic flights per month	Special Rates
30 sec PTV	23	5,500	Rs. 11.0 lacs per month

**The approximate monthly domestic passenger traffic is 13.0 lacs. The content / ads on domestic flights are can be changed / added every fortnight.**

Taxes extra as applicable

Lead Time :

\*10 days i.e. for 1<sup>st</sup> Jan'16 cycle to be confirmed by 20<sup>th</sup> December 2015 at the latest for 1<sup>st</sup> fortnight of Jan'16

\*10 days i.e. for 16<sup>th</sup> Jan'16 cycle to be confirmed by 6<sup>th</sup> of Jan'16 at the latest for 2<sup>nd</sup> fortnight of Jan'16.

## Option 3 : Audio Video On Demand (AVOD) – On International Routes

- There are a total of 3 Modes where the client Ads will run – Film, TV and Music.
- This is a premium space hence a maximum of only 3 client's Ads will run across the 3 modes.
- Each Ad is for 30 sec and the Ad runs at the START of all the programmes, right after a guest has chosen to view it.
- So every time a passengers selects any program below the Film, TV and Music sections, these Ads will be visible/heard.

Example : A passenger can select Film, TV, Music and he/she can view the following ads:

0-30 Seconds	Samsung
30-60 Seconds	Disney
60-120 Seconds	Honda

## Commercials : AVOD On International Routes



Type of Advertisement	No of Aircrafts equipped with IFE	Total No. of IFE equipped International flights per month	Special Rates
30 sec AVOD	38	1200	Rs 26.0 lacs for 2 months

**The approximate monthly international passenger traffic is 6.0 lacs. The content / ads on international flights are can be changed / added every two months.**

Taxes extra as applicable

Lead Time :

\* 21 days i.e. for Dec-Jan'16 cycle to be confirmed by 7<sup>th</sup> of Nov'15 at the latest.. Cycles: Dec/Jan, Feb/March and so on...



## **Or Getting Passengers To Taste/ Experience/ Know Your Product?**

From Cadbury's, to ITC Delishus Cookies, ITC Dark Fantasy, to Bingo Galata, to TCNS Brochures, to Sensodyne Toothpaste..... We have pretty much done it all..... It's always a delight to get something unexpected and that is exactly what we have been doing..... Helping our clients bring smiles to their customer's faces so what if it's 35,000 ft. above the sea level?? It has always resulted in goodwill for the brand and an amazing recall value from it's target audience's reach.

## Inflight Sampling – Now passengers can taste or experience your product

From sim cards to brochures / flyers, cookies, chocolates, chips, toothpaste, perfume samples and many more we have pretty much done it all.

It's always a delight to get something unexpected and that is exactly what we have been doing, helping our clients bring smiles to their customer's faces, so what if it's 35,000 ft. above the sea level??

It has always resulted in goodwill for the brand and an amazing recall value from it's target audience's reach.







## Sampling

Product Sampling can be done on the entire fleet or select Jet Airways routes.

Sampling can be taken along with internal branding options like Seatbacks.

Excellent way to get the passengers to actually use and experience the product.

A very cost effective method to reach out to a captive & receptive target audience.

## Why Advertise on Air India???

Air India is the flag carrier airline of India.

Operates a fleet of 118 Aircrafts flying to 66 Domestic & 35 International Destinations across 4 continents including North America, Europe, Asia and Australia.

Air India, today, flies one of the youngest, state-of-the-art, fleet of aircraft comprising a mix of the wide-body Boeing B777s, B747s, Airbus A330s, latest acquisition the B787 Dreamliner and the narrow body Airbus A321s, A320s, A319s & Boeing B737s apart from CRJs and ATR aircraft.

Air India has two major domestic hubs at Indira Gandhi International Airport and Chatrapati Shivaji International Airport.

Air India has been awarded the Best Performing Airline Award by Travel Port Singapore in October 2012. Air India was also voted the most trusted brand in the country's Aviation sector in the Economic Times Brand Equity survey 2012 for the seventh time.

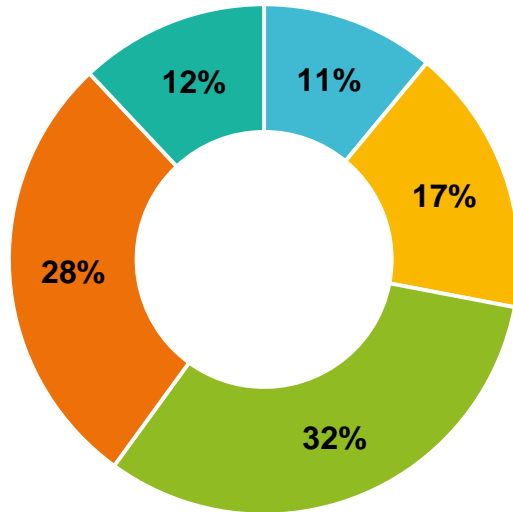
In yet another honour, Air India was presented the Reader's Digest Trusted Brand Gold Award for the eighth consecutive year in 2013.

Air India was the first airline in India to clear the IATA Operational Safety Audit (IOSA) in 2003.

# Air India Passenger Demographics

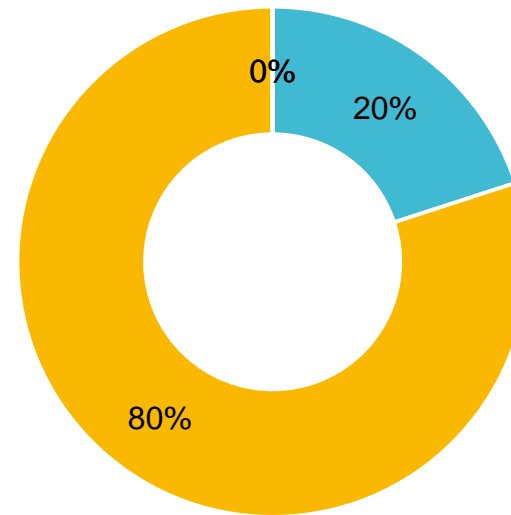
## Age

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



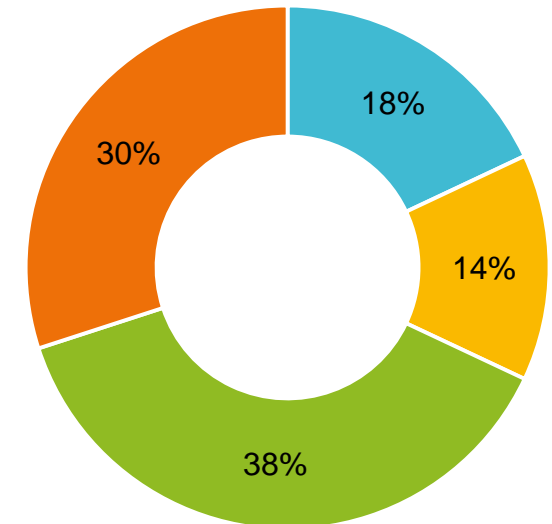
## Sex

■ Female ■ Male



## Occupation

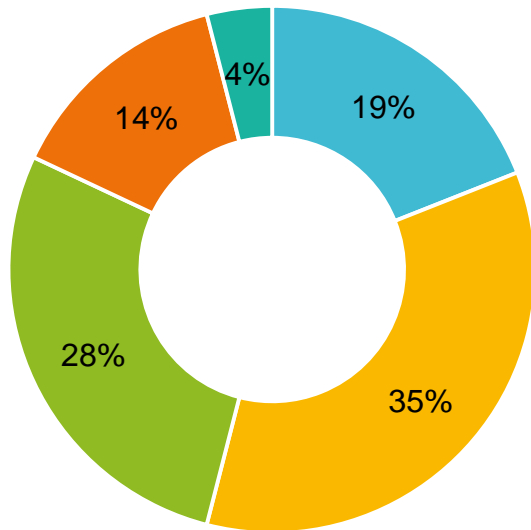
■ SME ■ PSU ■ Salaried (Pvt firms) ■ Others



# Air India Passenger Demographics

## Annual Income

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

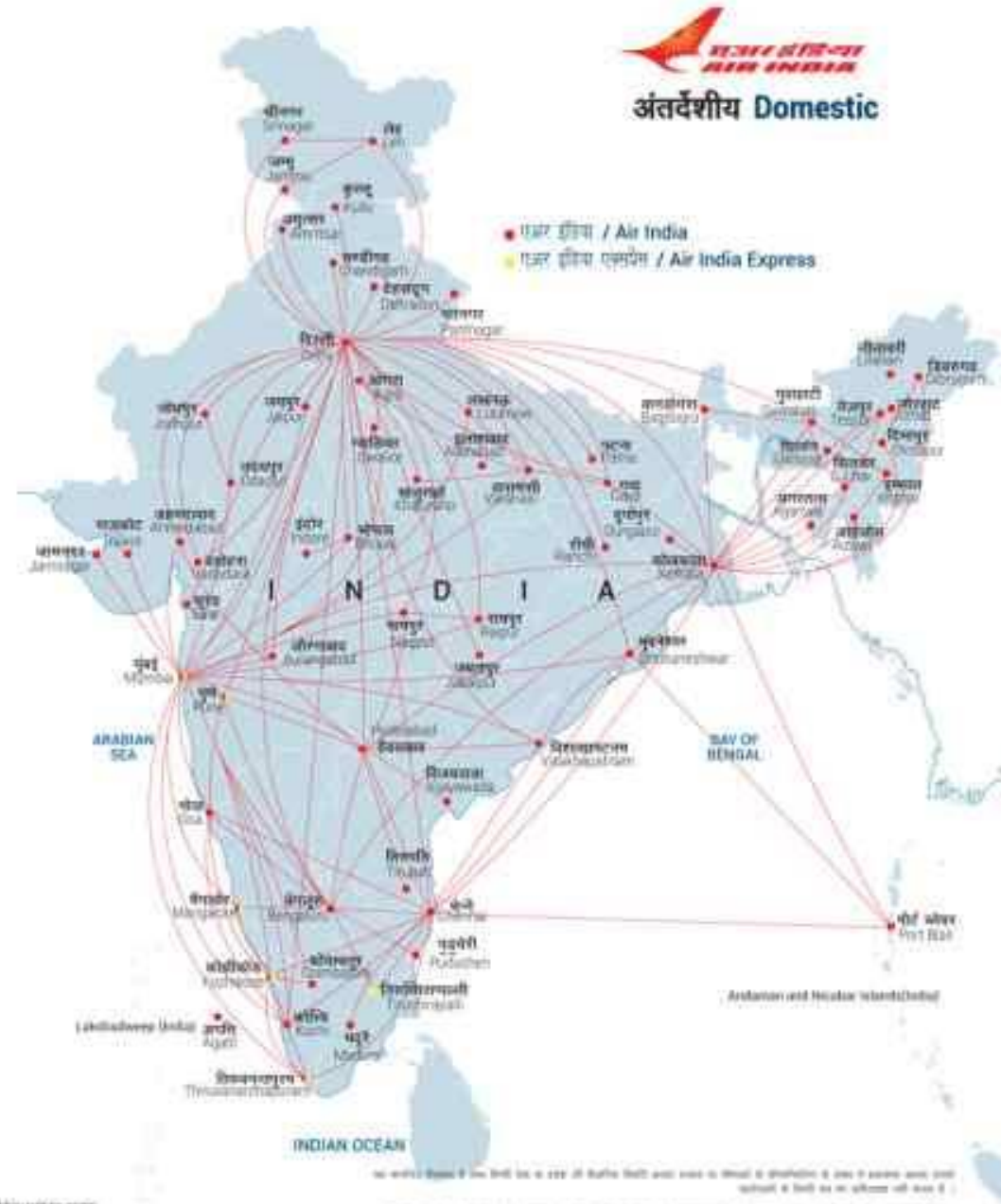


## Interesting Facts

- Air India pioneered the aviation in India
- 406 Daily departures
- It's a MEGA international Airline (35 International & 66 domestic destinations)
- Star Alliance welcomed Air India as the first Indian airline to join a global alliance in July 2014.

# Route Map

## Domestic



International

