



In-Flight Advertising Proposal for GoAir

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 with a captive audience, 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.

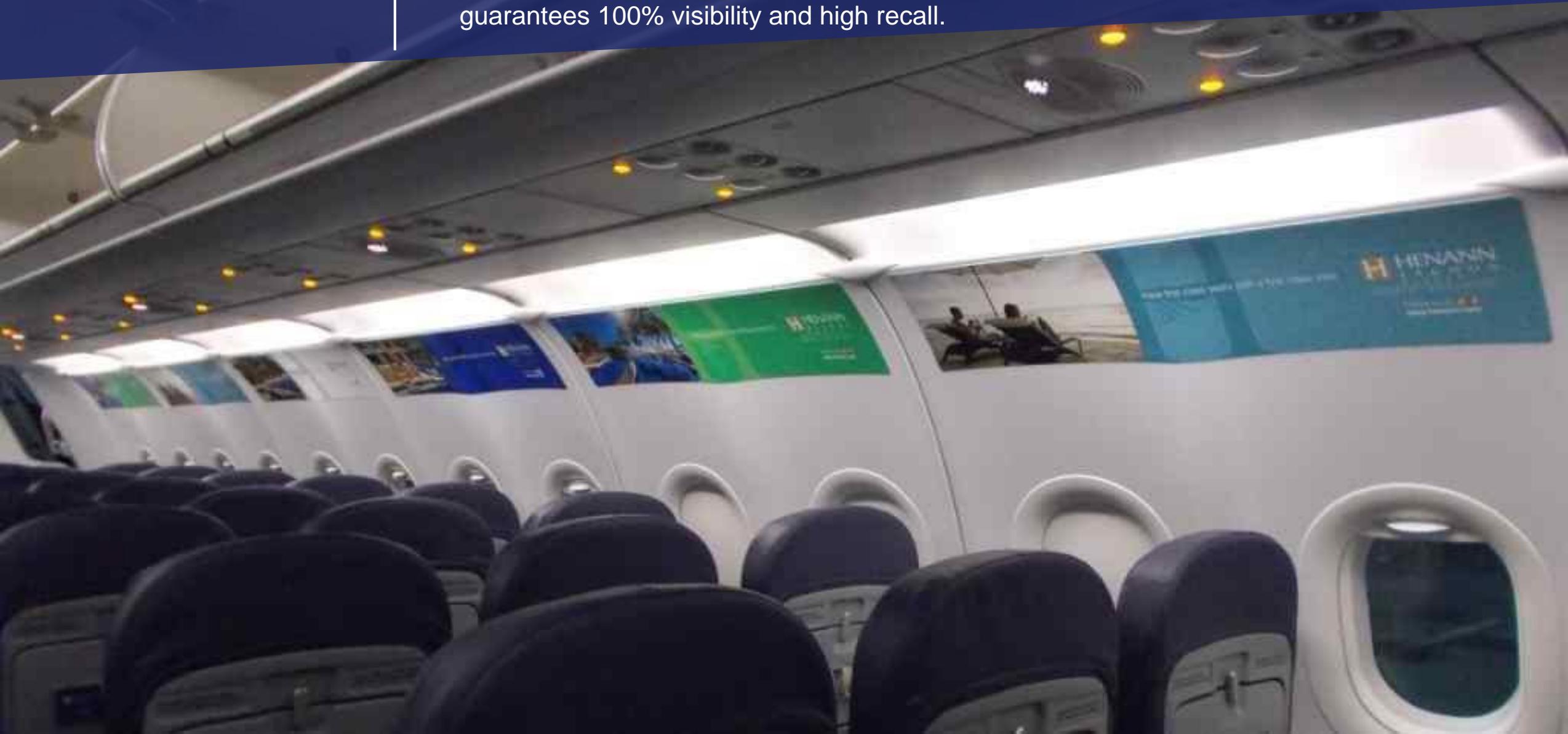
No other traditional advertising media is able to achieve even half the unaided recall of in-flight advertising.

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

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.

Skyline Panels





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.

Overhead Bins are Available on Go Air & Air Asia



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Creates an appealing message that can be designed in any style or configuration from the front till the back of the cabin. This high visibility area further strengthens your brand and message as you decorate the cabin with creative advertising. Large Format, uncluttered media attracting several eyeballs of a high net worth captive audience. Depending on the flight, minimum undistracted unprecedented guaranteed viewing time is 45 minutes to 2 hours inside the aircraft.

Overhead Bins

Headrest Branding available in Goair and Spicejet



Headrest

- Constant visibility
- Uncluttered media
- One client per month per airline

PAN India reach
 Undisturbed brand message in absence of internet and phone
 Captive and receptive audience

Baggage Tags - Talk to passengers even before they board the aircraft !!!



1. Baggage Tags are perfect to cover all the passengers of an airline. Can be customised in the shape of your product / brand.
2. Extremely popular across the world and are available at extremely low cost per contact. Cost effective, efficient and personalized.
3. Approximately over 1.2 million baggage tags printed every month.
4. The Tags are personally put by the passengers on their bags and lot of passengers retain the tags on their hand baggage for a considerable amount of time. They are removed personally by the passenger on reaching their destination.

Why Advertise on GoAir???

Because.....

Go Airlines (India) Ltd. is the aviation foray of the Wadia Group. It operates its services under the brand GoAir.

In November 2005, GoAir launched its operations as a low-fare carrier with the objective of commoditizing air travel and offering airline seats at a marginal premium to train fares across India.

The airline currently operates over **140 daily flights** across **22 destinations across India**.

It has a fleet of **19 brand new A320s** with all economy seating for 180 passengers and an average load factor of 80%.

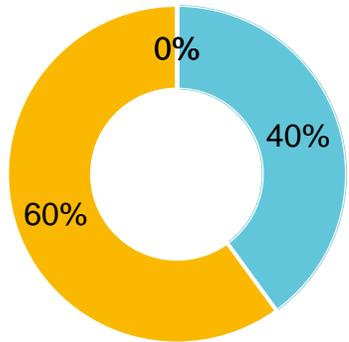
GoAir ferries over **8.0** million passengers per annum.

Airline Passenger Growth in India is expected at over 22% in 2016. GoAir is expected to grow more than that.

GoAir Passenger Demographics...

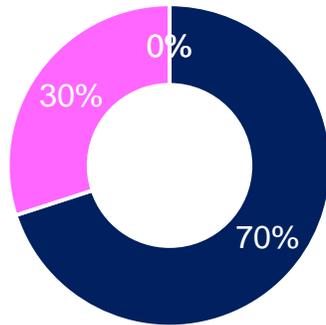
Travel Mode

- Leisure travel
- Corporate/Business Travel



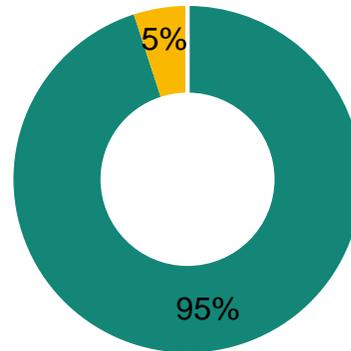
Gender

- Male
- Female



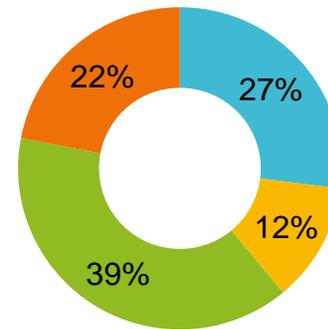
Traffic

- Domestic
- International/Onward



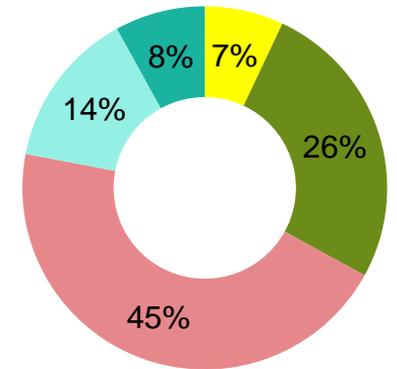
Income

- SME
- PSU



Age

- Below 20
- 21 - 35
- 36 - 45
- 46 - 60
- 60 and above



Route Map

22 destinations

19 aircrafts

140 daily flights

Over 8.0 million
passengers
annually

