



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!!!!

## ***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.

# In-flight Streaming

Showcase your brand using our streaming system which allows passengers to receive, send and interact with various types of content using their own personal electronic devices (phones, computers, tablets, etc.).

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

Inflight commercials of 30 seconds will play as a pre-roll on all Hindi language movies and television content

A maximum of 2 advertisements that will play every time a passenger selects Hindi content

\*No Internet



FEATURED MOVIE  
**PIKU**





# Welcome Aboard

DESTINATION: **MUMBAI**

TAP TO BEGIN



## Movies



**Piku**  
2015 PG 13  
1h 40 min

+ My List

A cab driver (Irrfan Khan) is caught between a dysfunctional father (Amitabh Bachchan) and daughter (Deepika Padukone) as he drives them to Calcutta.

ENGLISH

PLAY TRAILER

PLAY MOVIE

[Mobile Interface]

## Why Advertise on Vistara's In-flight Streaming?

*Because.....*

30% passengers are frequent fliers, travelling either on business or leisure

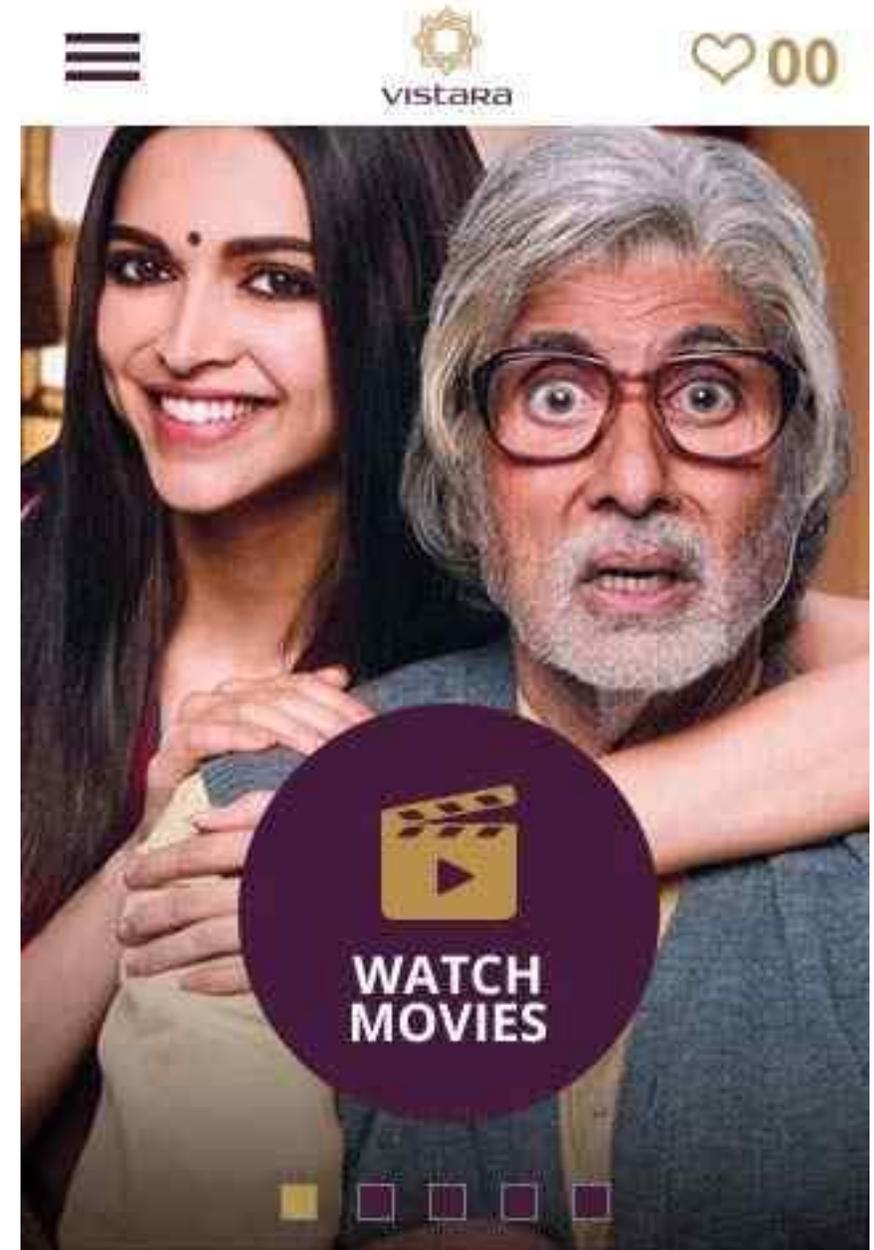
Frequent fliers book return tickets with a trip duration of 2-5 days hence doubling the chances of viewing the Ads.

90% of travellers fly from Top Metros in India

Inflight Streaming on Vistara lets your brand reach over 3.0 million passengers annually covering 15 destinations.

Available across the Vistara Fleet

Reach out to affluent Indian passengers in the comfort of their seats.



## Advertising Options:

30 second TVC is played as soon as a passenger chooses a Indian content program on any of the 2 different channels [On Movies and/or TV] on their devices. Your advertisement is aired first and is then followed by the program.

For Business Class, a Tablet would be provided to each guest after take off and collected by the crew before landing. For Premium Economy & Economy, passengers are required to access the streaming via their own devices

A maximum of TWO “30 sec” spots available on the all Indian Content Channels.

Minimum display Period for **AVOD TVC** is 2 months.

Type of Advertisement	Inaugral Rates	On-Air Period
30 sec AVOD TVC	Rs. 6.0 lacs per month	June/July, Aug/Sept, Oct/Nov, Dec/Jan, Feb/March, April/May;

Taxes Extra as applicable

Lead time/Material deadline : 45 days

TVC cycles – June/July; Aug/Sept, Oct/Nov, Dec/Jan, Feb/March, April/May.

## Content Options: Coming Soon

### *Music:*

Music Streaming apps or music content providers can provide their library for passengers to stream and enjoy on their devices. It is a great way to let potential customers experience your service and then download it for regular use. Deliverables include “Logo Presence” on the home page

### *Magazines:*

There would be 6-8 magazines of different genres available for passengers to read/browse. The entire magazine along with its advertisements can be uploaded or a customised version. Would result in an increase of approximately 3.0 million readers per annum thereby leading to an increase in advertisement rates. It would be possible at a later stage to explore subscriptions

Type of Advertisement	Inaugral Rates	On-Air Period
Music	Rs. 1.5 crores per annum	Annual
Magazines	Rs. 9.0 lacs per year per publication	Annual

Taxes Extra as applicable

Lead time/Material deadline : 45 days

TVC cycles – June/July; Aug/Sept, Oct/Nov, Dec/Jan, Feb/March, April/May.

## FAQs

1. How many aircrafts are equipped: **9 Airbus A320**
2. How many flights in a month : **Approx. 1600 Flights Per Month**  
**Approx. 60 Flights Per Day**
3. Number of Passengers Targeted : **Approx. 2.4 lac Passengers Per Month**  
**Approx. 30.0 lac Passengers Per Year**
4. Format & Size of the content : Both NTSC (HIGH RESOLUTION) and MP4 (HI RESOLUTION) are required.
  - SIZE: 16:9 Aspect Ratio AND 4:3 Aspect Ratio
  - SIZE: 16:9 Aspect Ratio AND 4:3 Aspect Ratio (FULL FRAME - WITHOUT ANY BLACK BORDER)

# Vistara !!!

- The name, Vistara, is drawn from the Sanskrit word 'vistaar', which means limitless expanse. It reflects our belief that there's no limit to anything we set out to achieve.
- It is the newest full service airline for high net-worth individuals. Offers 3 distinct classes Business, Premium Economy & Economy thoughtfully designed to provide a conducive and pleasant environment for both business and leisure travellers.
- With an average fleet of than 1 year, Vistara has one of the youngest airline fleet in the world.
- Currently operates a fleet of 9 aircrafts flying to 15 destinations within India with 1600 monthly flights.
- Ferries over 2.4 lac passengers every month.

# Route Map

15 Domestic  
Destinations

9 Aircrafts

400 Weekly Flights

