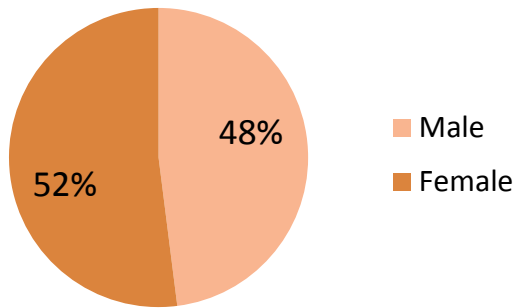


BLUE AIR ADVERTISING

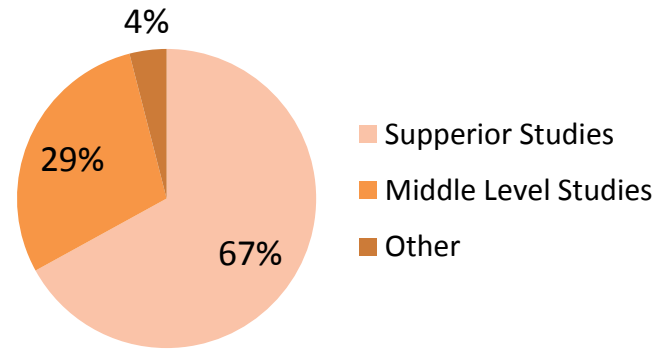


BLUE AIR PASSENGER DEMOGRAPHICS

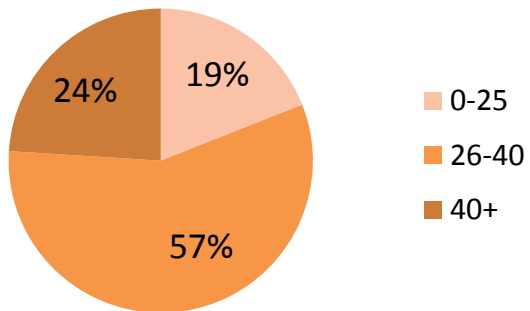
Gender



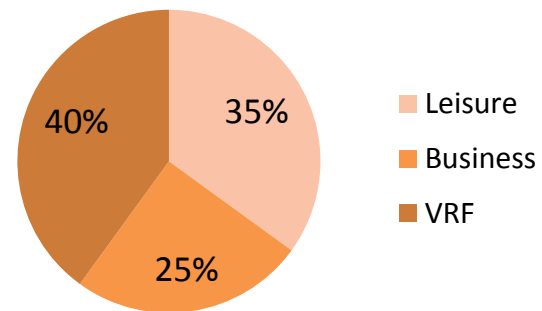
Education



Age



Reason of travel



INNOVATIVE ADVERTISING OPPORTUNITIES

In our busy, on-the-go world where consumers are distracted more than ever, we provide an environment where the consumer is stationary with the ability to focus on nothing but the advertising and message for an average of 2,5 hours non-stop flights!

Onboard advertising campaigns on each Blue Air aircraft can reach the traveler throughout Blue Air's range of destinations across Europe.

Onboard advertising offers the highest efficiency rate of any media and provides up to 2,000 times the impact of traditional media.

Onboard ads have the highest recall rate of all media, 79%*.



*SOURCE: Media Life Magazine

ADVERTISE WITH BLUE AIR

Studies show that as high as 85-94% of all passengers can remember the brand and message presented in the aircraft.

Onboard advertising generates over 25 percent positive shift in intent to purchase.*

Onboard advertising provides the opportunity to stand out from the pack as only a select few partners are featured throughout the fleet at any given time.

*SOURCE: Media Life Magazine



ADVERTISEMENT ON AIRCRAFT EXTERIOR

The first message passengers see when they approach the aircraft, and it creates a bold visual impact for all airport passengers and personnel.

Exterior ads are visible at all times during select phases of flight.



ON BOARD PRODUCT SAMPLING

Sample promotional products to a captive audience who will welcome the additional reading material. It is a great way to give takeaway items or coupons with special offers and sampling onboard will save you additional costs for hostesses.



HEADREST COVERS

You have the opportunity of displaying the logo or other image of choice on all headrests of the seats of one or all of Blue Air aircrafts. It will create a higher awareness for your brand.



INFLIGHT MAGAZINE

Magazine available on all our flights, currently in Romanian and English.

Media pack for the Inflight Magazine is separate.



BOOKING CONFIRMATION/ E-TICKET

The booking confirmation is the key travel document that passengers carry with them throughout their entire journey, either printed or in their phones/tablet. The ad is placed directly next to vital data for the passenger (flight time, gate, etc.).



BOARDING PASS & PREFLIGHT REMINDER

The Boarding Pass is a document that passengers receive and print after doing the online check-in.

Pre-Flight Reminder is an email sent to all passengers two days before departure with important information about their flight.





CONTACT:
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