

ETIHAD GLOBAL TACTICAL CAMPAIGN

Medium: Integrated

Online Expandable Banner (Collapsed)

The screenshot shows the BBC News mobile interface. At the top, there's a navigation bar with 'BBC Mobile' on the left and 'News | Sport | Weather | Travel | TV | Radio | More' on the right, along with a search box for 'Search BBC News'. Below this is a red header with 'NEWS' in large white letters, the date '14 October 2011', and 'Last updated at 16:06 GMT'. A secondary navigation bar lists various news categories like 'Home', 'UK', 'Africa', 'Asia-Pac', etc. The main content area features a collapsed banner for Etihad Airways. The banner has a dark blue background with a woman on the left holding a photo of a tropical beach. The text reads 'Fly to Abu Dhabi / Dubai for just £...' and 'Rollover to find out the fare'. The Etihad Airways logo is on the right.

Online Expandable Banner (Expanded on mouseover)

This screenshot shows the same BBC News mobile interface, but the Etihad banner is expanded. The banner is divided into three sections. The left section has a dark blue background with the text 'Choose your destination and way to fly.' Below this are two tabs: 'Abu Dhabi & Dubai' and 'Pearl Business Class'. The middle section shows a woman in a grey blazer holding a photo of a tropical beach, and a man in a suit holding a striped shirt. The right section has a dark blue background with the text 'From just £ 1,629' and a 'Book Now' button. Below the button, it says 'Terms and Conditions Apply' and the Etihad Airways logo.

\$9.36

Overall local ROI.

The campaign was launched in Q1 of 2011 to usher Etihad into the new year with a boosted sales effort.

In order to make it easier for the audience to have access to as many promotional Etihad Fares as possible, we created an online tool within our banners that would allow users to select a destination and the class that they want to fly in and show the corresponding fare in return.

Several region specific banners were developed and advertised for a total span of 60 days, generating a global revenue of \$1,524,389.

ETIHAD GLOBAL TACTICAL CAMPAIGN

Medium: Integrated



Over 20 different video were produced to target various regions that Etihad flies to. The videos were advertised as web banners to support other richmedia and simple flash banners to increase the effectiveness of the campaign.

\$441,123

Local revenue generated through online advertising

ETIHAD GLOBAL TACTICAL CAMPAIGN

Medium: Integrated

Online MPU



Print Advertising



From just
AED 3,505*

Recline further. Choose from more meals – along with a special café service. And over 600 hours of entertainment on some of the largest personal screens in the sky. All in Coral Economy Class.

etihad.com ☎ 800 2277

*Terms & conditions apply.



From just
\$1,181*

Recline further. Choose from more meals – along with a special café service. And over 600 hours of entertainment on some of the largest personal screens in the sky. All in Coral Economy Class.

etihad.com ☎ XXXXXXXX

*Terms & conditions apply.

الإتجاه
ETIHAD
AIRWAYS

الإتجاه
ETIHAD
AIRWAYS
NATIONAL AIRLINE OF THE UAE



The campaign was further supported by tactical Print and TV advertising.

\$1,524,385

Global revenue generated through online advertising