



Airline-friendly merchandising content

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What makes merchandising important?



Brand-level marketing can create inflated expectations across cabins...



... which may not be how passengers end up feeling during the actual experience

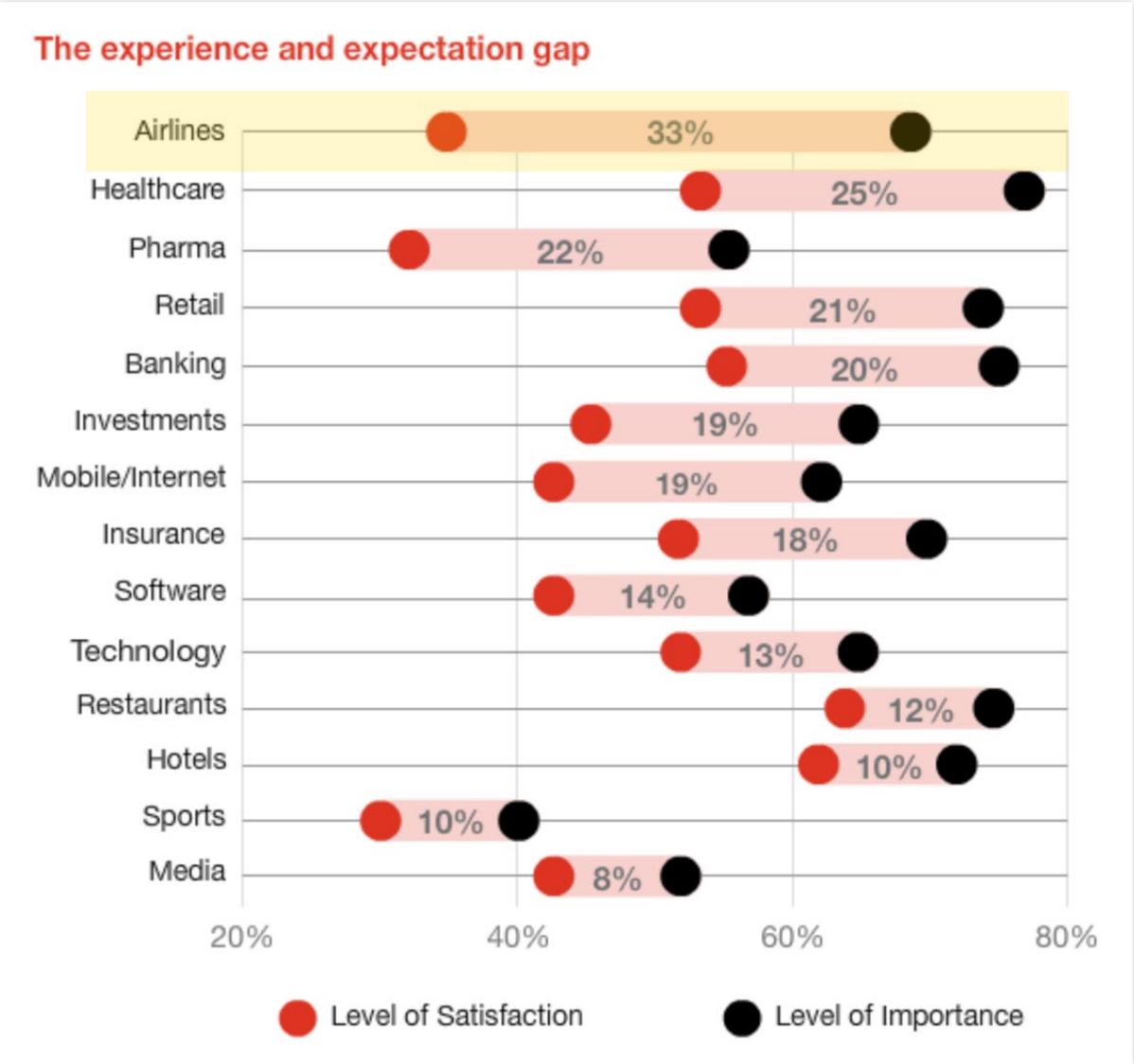


Consider **smart** merchandising



Smart merchandising can help you minimize the gap

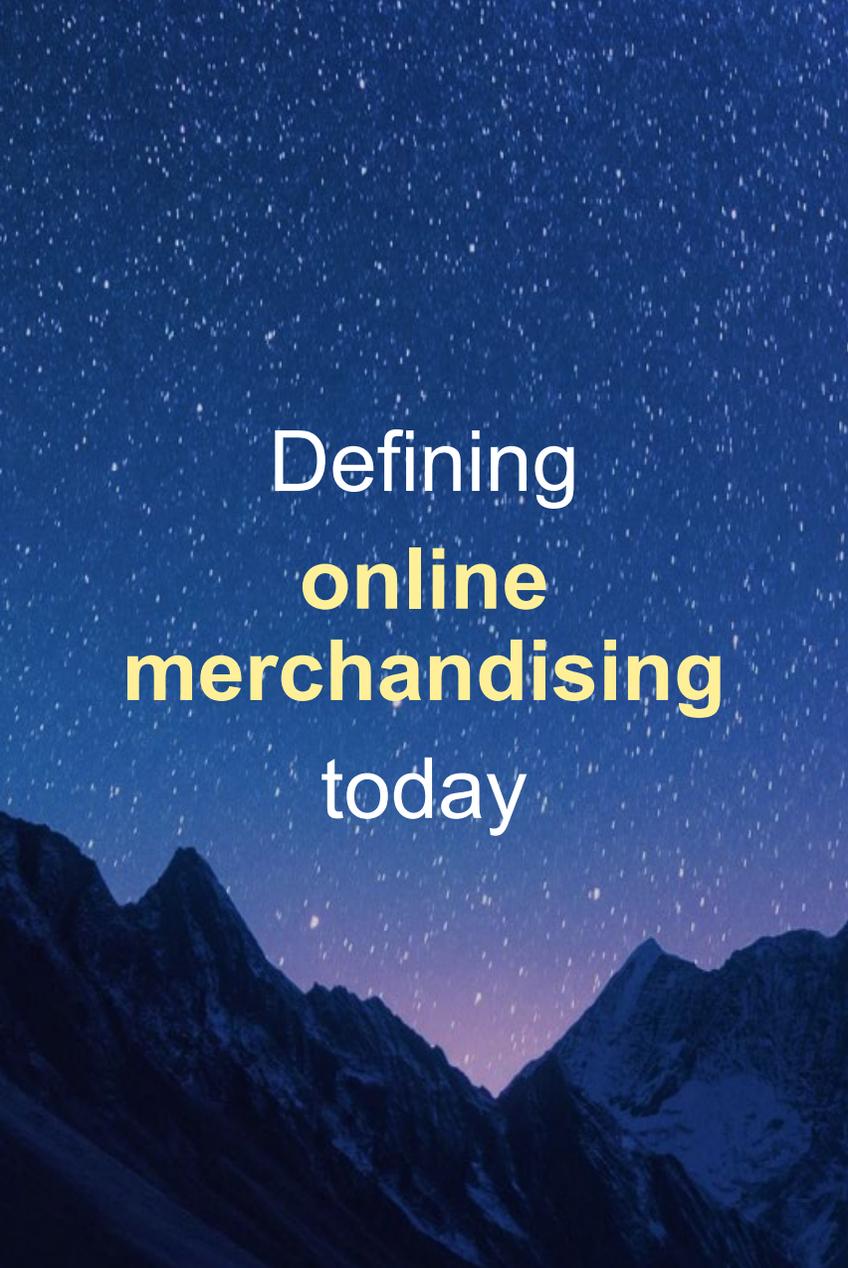
Customer experience vs customer satisfaction



Notice how important experience is to customers, versus how satisfied they are with their actual experience.

And the gap for airlines is the greatest...

Source: PwC Future of Customer Experience Survey 2017/18
Q: When it comes to making purchase decisions, how important is customer experience in each of the following industries?
Generally speaking, how would you rate the customer experience in each of the following industries today?



Defining
online
merchandising
today

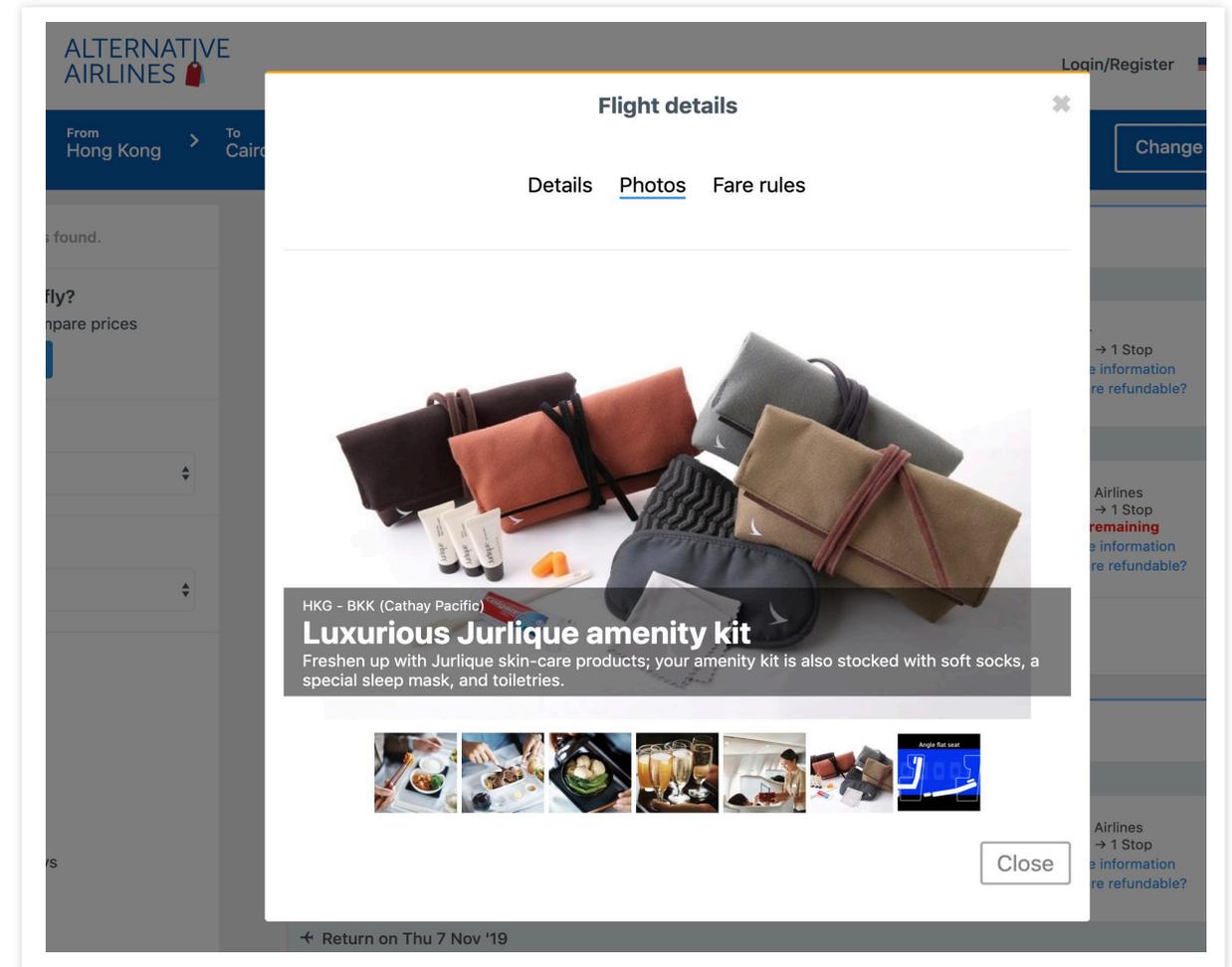
The **accurate** and engaging display of a product's **specific** features on an online sales channel, designed to stimulate **purchase** while generating **realistic expectations** of the product experience.



5 ways to make airline content merchandising friendly

1 Educate consumers on the **experience** of your product

- ✓ Use rich content targeted to specific flights (such as UPAs) to highlight the correct airline experiences
- ✓ Showcase accurate cabin info (seats, cabin layout, etc.)
- ✓ Draw attention to special/premium amenities (partnerships, lounges, etc.)
- ✓ Leverage your hidden gems (free Wi-Fi, sustainable flights, etc.)



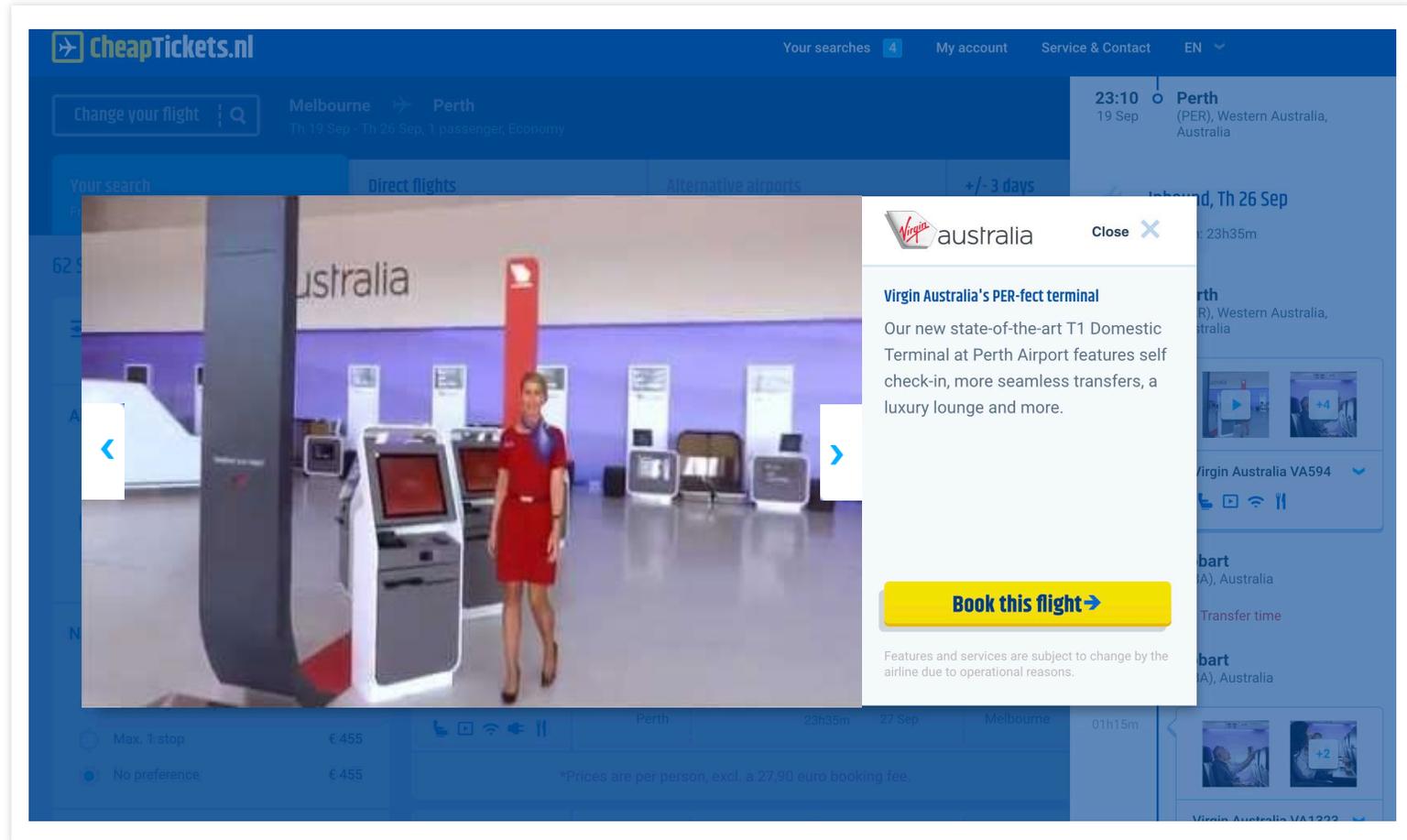
2 Think globally, target locally

- ✓ Talk to your marketing and branding teams about global/local initiatives
- ✓ Check your social media accounts
 - ✓ Comments, too!
- ✓ Look at multiple regional versions of your website

The screenshot displays the Lookupfare mobile application interface. At the top, there's a navigation bar with the Lookupfare logo and a 'GO BACK' button. Below this, the 'Your Itinerary - Review Trip Details' section is visible, showing a departure and return flight for United Airlines (Flight No.: 1934 | EQP-739). A prominent orange banner at the top right of the itinerary section features a map of the United States with a dotted line connecting California (CA) and Indiana (IN), representing a direct flight route. Below the map, the text reads 'Just in time for the big game' and 'Hop on a direct flight between Los Angeles, CA, and South Bend, IN, with United to catch the big college football game this fall.' At the bottom of the banner, there's a carousel of images showing the United Private Screen service, including a person holding a screen, a person at a desk, and a person in a uniform. The background of the app shows a blurred view of the flight details page.

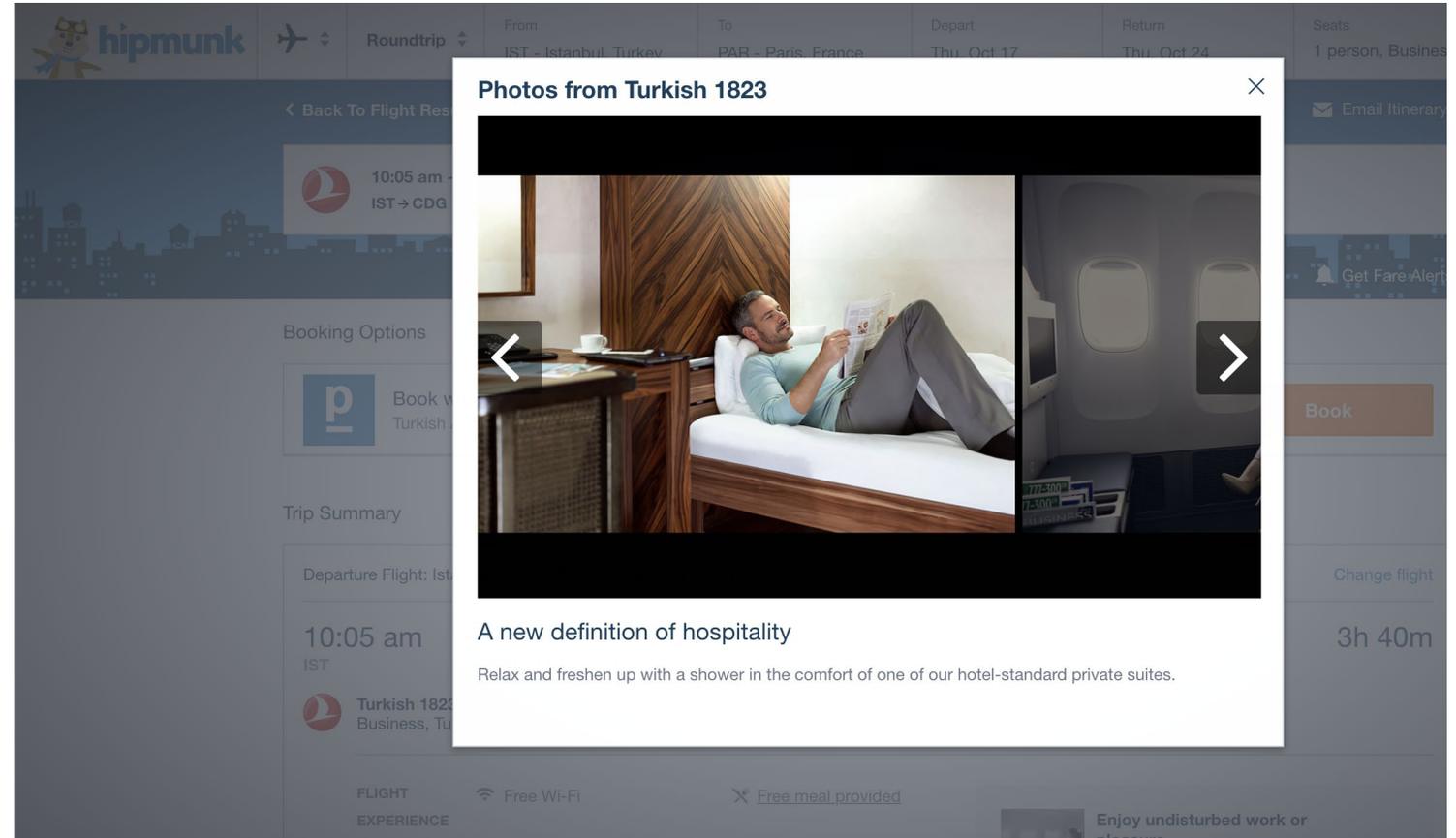
3 Use impactful, high-quality media

- ✓ Consider using a variety of media types to convey messages (360 tours, images, videos, GIFs, etc.)
- ✓ Work with hi-def, quality media
- ✓ Steer away from posed shots—embrace natural lighting and models who accurately depict the diversity of your customers



4 Entice with **approachable, informative** text

- ✓ Use engaging text that's also explanatory
- ✓ Be casual, not too formal or distant
- ✓ Creative and relatable goes a long way



5 Reflect what's important to consumers

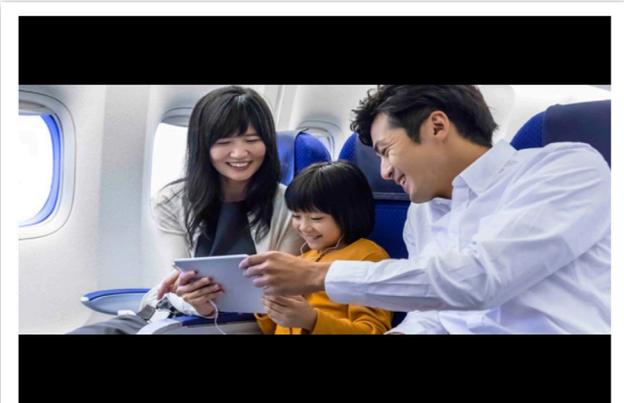
✓ Think about what's important to you, your friends, and others when traveling

✓ Know your audience

✓ Your content should always be customer-centric



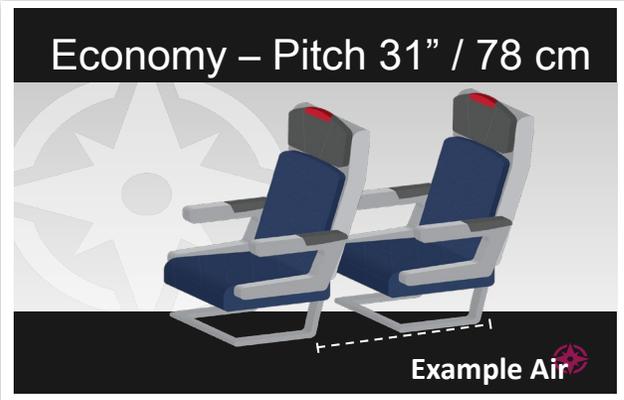
A consistent, reliable experience
Enjoy great perks on your Lufthansa flight operated by SWISS and earn frequent flyer miles for any Star Alliance carrier.



Stay connected with ANA Wi-Fi Service
Purchase our in-flight Internet service, and access the Internet, use email and remain connected through social network sites.



Stream our library of movies and TV
Download the American app to stream movies, TV shows and twelve channels of live TV to your phone, tablet or laptop – without buying Wi-Fi.



New leather seats
On our A380 aircraft, relax in cozy leather seats and enjoy 31" of space.

5 ways to make airline content merchandising friendly

1

Educate consumers on the **experience** of your product

2

Think **globally**, target **locally**

3

Use **impactful**, **high-quality** media

4

Entice with **approachable**, **informative** text

5

Reflect what's **important** to consumers

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