



## Air Canada

### Challenge:

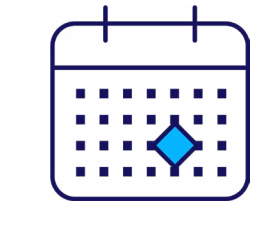
Air Canada sought to enhance its brand awareness and consumer engagement within a competitive airline industry. With a broad target audience spanning different demographics, the company faced challenges in maintaining visibility and relevance among potential customers.

The primary objectives were to increase prompted awareness, improve purchase intent, and enhance overall brand perception. Additionally, Air Canada aimed to elevate its Net Promoter Score (NPS) by fostering a more positive sentiment among consumers.



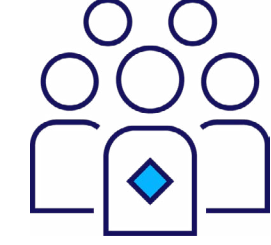
#### Market

- France



#### Campaign Dates

- 10th Sept - 12th Dec



#### Target Audience

- 18+ with an interest in travel

### Solution:

To address these challenges, Air Canada implemented a targeted marketing campaign designed to boost brand recognition and consumer confidence.

Key messaging highlighted Air Canada's reliability, comfort, and cost efficiency, aiming to resonate with both new and existing customers. The campaign also emphasised direct flight routes from provincial airports and the airline's strong reputation for service quality.

### Campaign Plan:

The campaign was meticulously structured to ensure broad reach and effective impact across different audience segments.

A strategic mix of out-of-home placements was employed, with particular emphasis on connecting with younger audiences. By focusing on key brand attributes such as affordability, comfort, and trustworthiness, the campaign sought to create a lasting impression among potential travellers.

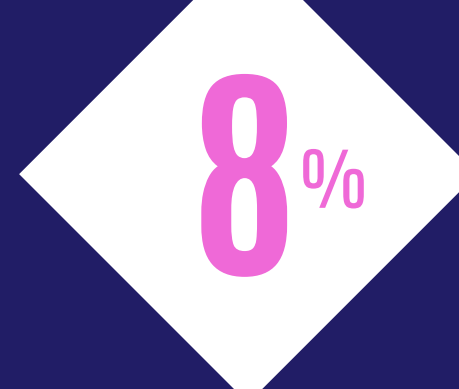


### Results:

**The campaign yielded impressive results, demonstrating significant improvements in multiple key performance indicators. The campaign successfully elevated Air Canada's prompted awareness levels, achieving a notable 7% increase.**



Awareness increase



Increase in brand usage

The most significant improvement was observed among the 45+ demographic, where awareness rose from 38% pre-campaign to 50% post-campaign. This increase highlights the campaign's effectiveness in reaching and resonating with older audiences while also maintaining engagement across younger demographics. Consumer purchase intent for Air Canada flights saw an encouraging uplift of 8% post-campaign.

The strongest improvement was recorded among the 18-44 age group, with a substantial 11% increase. Male respondents exhibited a 9% rise in purchase intent, while female respondents saw a 7% increase. These results indicate a growing inclination among consumers to choose Air Canada for future travel plans.

The campaign also contributed to an 8% increase in brand usage, signifying a positive shift in actual consumer behavior.

The most significant impact was again observed in the 45+ category, where brand usage rose from 9% to 19%. Among younger audiences (18-44), brand usage increased from 3% to 10%, reflecting the campaign's success in influencing purchase decisions across different age groups.

A remarkable transformation was noted in Air Canada's NPS, which improved from -9.1 pre-campaign to +3 post-campaign. This shift signifies a growing base of brand advocates and a reduction in detractors. Consumer feedback highlighted aspects such as comfort, affordability, and positive past experiences, reinforcing Air Canada's credibility as a preferred airline. Several respondents specifically praised the airline's direct flight options and high service standards.

The campaign effectively strengthened Air Canada's brand perceptions, particularly around comfort and cost efficiency. Consumers increasingly associated the airline with positive attributes, reinforcing its positioning in the market.



### Summary:

The campaign was highly successful in driving awareness, improving brand perception, and increasing consumer engagement. The positive shifts in prompted awareness, purchase intent, and brand usage demonstrate the effectiveness of the strategic approach. The substantial improvement in NPS further underscores the campaign's success in fostering stronger customer relationships and increasing advocacy for Air Canada.

Moving forward, these insights can inform future marketing strategies, ensuring continued engagement and growth in consumer preference for Air Canada.