

QATAR
AIRWAYS القطرية



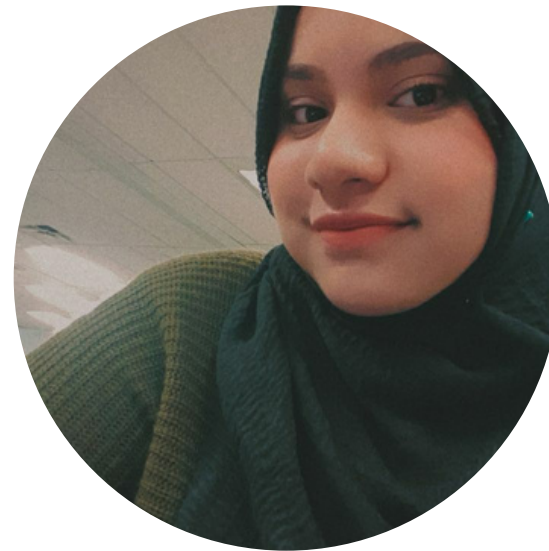
TEAM QATAR AIRWAYS

Meet Our Team



Safra Ducreay

Safra is the Strategy Director and is almost in her final semester of Seneca's Interactive Media Design program. When not in school, she works as a freelance copywriter and is a full-time mother. Her days are constant, but she makes the most of it when possible!



Syeda Aliya Jaffrey

Aliya is the Creative Director of this team. She is doing Interactive Media Design program in Seneca. Aliya is also a part-time worker, she is devoted towards her work. Although, it can get challenging sometimes but Aliya handles it well.



Omar Abdullah

Omar is the Account Manager and is entering the third semester of The Interactive Media Design program at Seneca College. He strives to find a harmonious balance between his professional endeavours and his excursions.

Agenda

- Team Qatar Airways
- Brand Key
- Customer Persona
- Journey Map
- SMART Framework
- Creative Brief
- SWOT
- Rationale
- Solution Overview
- Creative Samples
- Marketing Funnel
- Event Calendar
- Roadmap

Topline: Overview of what we will talk about during our presentation.
Order: **This presentation is in chronological order.**

Who We Are

Company Overview

Qatar Airways, a global aviation leader, stands at the precipice of transformation. With a rich legacy of excellence, we are poised to elevate the local travel experience through innovation and empathy.



Current Position

Qatar Airways enjoys global recognition for its exceptional service. However, our local reach still needs to grow. This solution transforms us into the leading choice for local journeys, enhancing our local market standing.



Vision of company

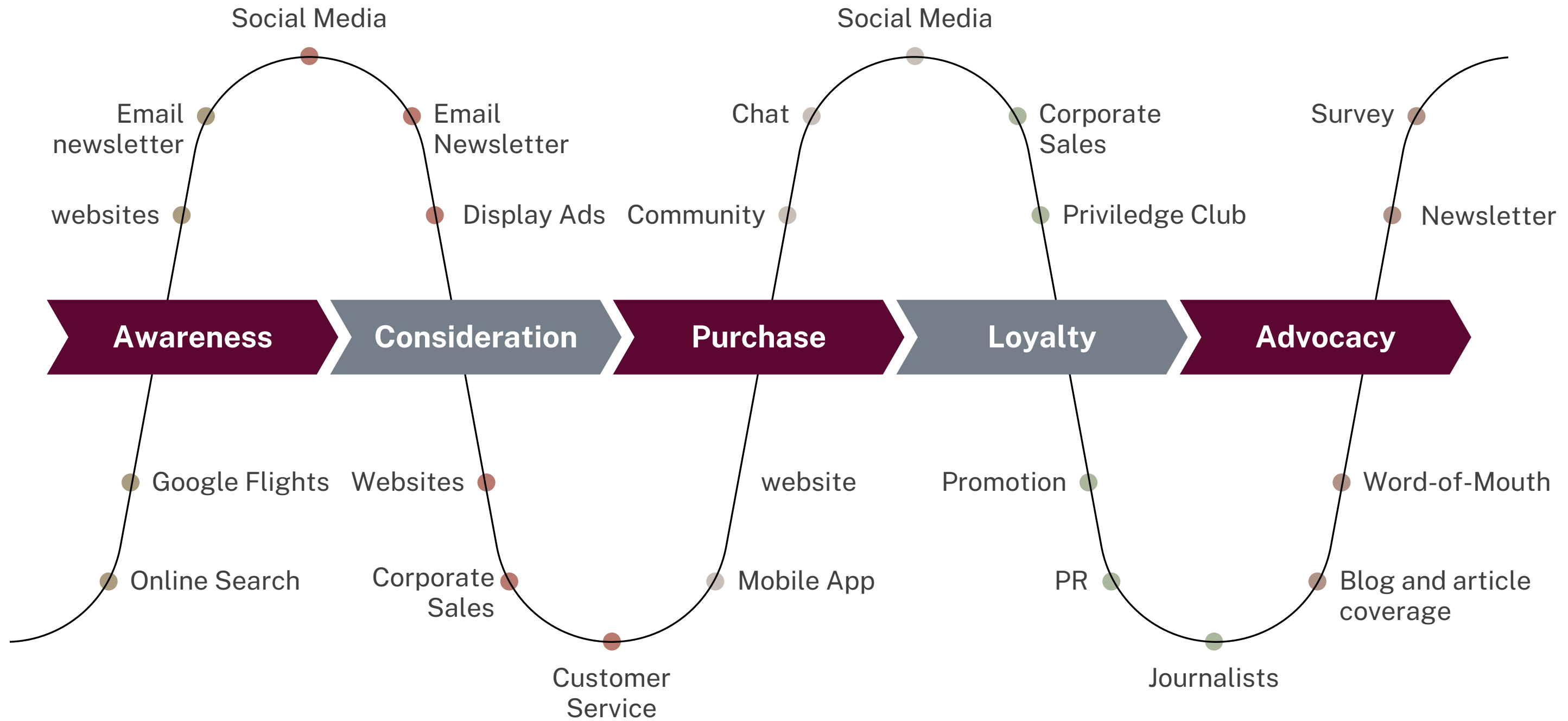
We aim to offer unparalleled journeys that resonate with passengers across oceans or within our country's borders. We aspire to connect people, cultures, and aspirations, making every journey extraordinary.



Brand Key



Customer Journey Map



SWOT Analysis

S	W	O	T
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Strong and consistent digital marketing strategy• Personalized communication strategy, warm and friendly messaging	<ul style="list-style-type: none">• Limited domestic traffic• High barrier to entry	<ul style="list-style-type: none">• Explore AR technologies to create more immersive experiences• Add some more domestic flights to attract more middle-market consumers	<ul style="list-style-type: none">• Increasing competition in the Middle Eastern markets• Rigid government laws in the Middle East

Problem to Solve

The Big Creative Idea: "Sky-bound Harmony: Bridging Dreams and Destinations"

How It Answers the Brief: Our big creative idea encapsulates augmented reality (AR) technology, an expanded domestic flight network, and collaborative partnerships, all designed to enrich travelers' journeys, dismantle barriers, and redefine local travel.

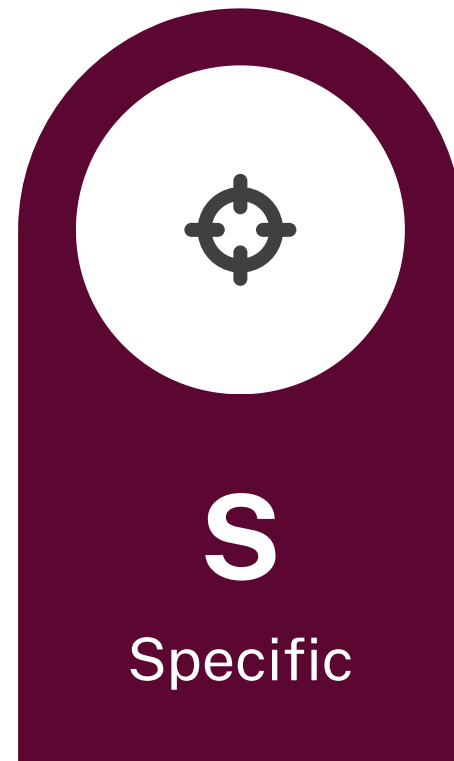
Solution Detail:

1. **Augmented Reality (AR) Journeys:** Imagine travellers previewing their seats, exploring cabins, and virtually touring their destination using AR technology. This immersive experience resonates with Qatar Airways' aspiration for seamless, world-class travel.
2. **Expanded Domestic Flights:** We are introducing curated domestic flights, unlocking uncharted destinations within Qatar. This aligns with Qatar Airways' vision of connecting people and cultures and fostering local exploration.
3. **Collaborative Regulatory Solutions:** By partnering with regulatory authorities, we will streamline travel-entry complexities, enabling smoother journeys. This synergy embodies Qatar Airways' commitment to innovation and adaptability.

Smart Goals

Measured through performance indicators such as increased engagement with AR experiences, adoption rates of AR technology, revenue growth from middle-market flights, and market share expansion.

Yes, this goal aligns with overall success by addressing current challenges, diversifying the customer base, and ensuring competitiveness in the market.



We want to enhance market share and financial stability by addressing limited domestic traffic and barriers to entry. This will be attained through the integration of Augmented Reality (AR) technology for immersive passenger experiences and the expansion of domestic flight routes to attract middle-market customers.

To enhance market share and financial stability by addressing limited domestic traffic and barriers to entry. Through the implementation of AR technology and the launch of expanded domestic flight routes we will have specific milestones set within a reasonable time frame, ensuring steady progress over a defined period.

The timeline for achieving this goal will depend on various factors, but it should be a phased approach, potentially spanning several months to a year. Regular check-ins should be scheduled throughout the implementation process. Key milestones should be identified for progress assessment, ensuring timely adjustments. A final evaluation should occur after the designated timeframe.

Sacred Six Creative Brief

Summary	<p>A global aviation leader faces the challenge of limited domestic flights and travel-entry barriers within its borders. This hinders us from providing seamless local travel experiences and connecting with our local audience. To overcome this, we are embarking on an exciting journey to redefine domestic strategy, offering immersive experiences and breaking down barriers for our valued travellers.</p>
Target Audience	<p>Curious explorers, modern nomads, and families within Qatar who seek the quintessential Qatar Airways experience closer to home. They aspire to experience our renowned service and premium journeys within their country.</p>
Goals	<p>To establish Qatar Airways as a leading provider of local travel experiences by offering a robust network of domestic flights that resonate with the aspirations of our audience. We aim to spark wanderlust, remove travel-entry barriers, and elevate local journeys to the level of our international flights.</p>
Metrics and KPIs	<ul style="list-style-type: none">- Increased engagement with AR-enhanced experiences- Adoption rates of AR technology- Growth in revenue from middle-market domestic flights- Improved customer satisfaction scores- Market share expansion in the local travel segment

<p>Deliverables</p>	<ul style="list-style-type: none"> - Augmented Reality (AR) technology integration for immersive experiences - Diverse range of curated domestic flight options - Collaborative solutions with regulatory authorities - Compelling brand narratives reflecting aspirational local journeys
<p>Teams</p>	<ul style="list-style-type: none"> - Creative team for campaign ideation, content creation, and design - Marketing team for strategy development and execution - Technical team for AR technology implementation - Regulatory team for collaborations with government authorities
<p>Timeline</p>	<ul style="list-style-type: none"> - AR technology integration: 3 months - Domestic flight expansion planning: 2 months - Regulatory collaborations: Ongoing - Campaign launch and ongoing engagement: 6 months
<p>Resources</p>	<ul style="list-style-type: none"> - AR technology expertise and tools - Collaboration with government regulatory bodies - Creative resources for campaign materials - Technical resources for technology implementation
<p>Budget</p>	<p>AR Integration for Immersive Experiences: \$300,000 App Development: \$300,000 Public Relations and Campaign Expenses: \$700,000 Public Relations Company Fee: \$300,000 Regulatory Collaboration: \$100,000 Domestic Flight Expansion Planning: \$200,000 Marketing and Campaign Materials: \$100,000 Total Budget: \$10,000,000</p>

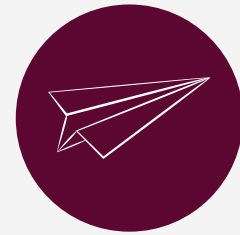
Rationale



Unprecedented Immersive Experiences

By integrating AR technology, we give our customers a virtual passport to explore destinations, select seats, and preview cabins before they board. This empowers them with confidence and anticipation, making their journey seamless and exciting.

Unveiling these immersive experiences enhances customer satisfaction, fostering loyalty and brand affinity. The innovative approach sets us apart in the industry, driving market differentiation and growth.



Enhanced Connectivity Through Domestic Flights

Our expanded domestic flight options provide travellers with a broader array of destinations, catering to their diverse preferences. It equates to more convenience, more adventure, and more choices for their local getaways.

Meeting the varied demands of our customers not only secures their loyalty but also opens new revenue streams. Increased connectivity and local travel options make Qatar Airways a go-to choice for any journey, reinforcing our market leadership.



Collaborative Overcoming of Regulatory Challenges

By collaborating with regulatory authorities, we streamline travel-entry processes, reducing hassle and uncertainty for our passengers. Their experience becomes smoother, marking a memorable chapter in their journey. Overcoming these barriers demonstrates our commitment to customer satisfaction. It showcases Qatar Airways as a proactive and adaptable brand, enhancing our reputation and reinforcing our position as an industry trailblazer.

Our solution brings immersive experiences, expanded connectivity, and a seamless journey through Collaboration. It is not just about solving our challenges but redefining travel for our customers and driving Qatar Airways to new heights in the market.

Solution Overview

The Big Creative Idea: "Sky-bound Harmony: Bridging Dreams and Destinations"

How It Answers the Brief: Our big creative idea encapsulates augmented reality (AR) technology, an expanded domestic flight network, and collaborative partnerships, all designed to enrich travellers' journeys, dismantle barriers, and redefine local travel.

Solution Detail:

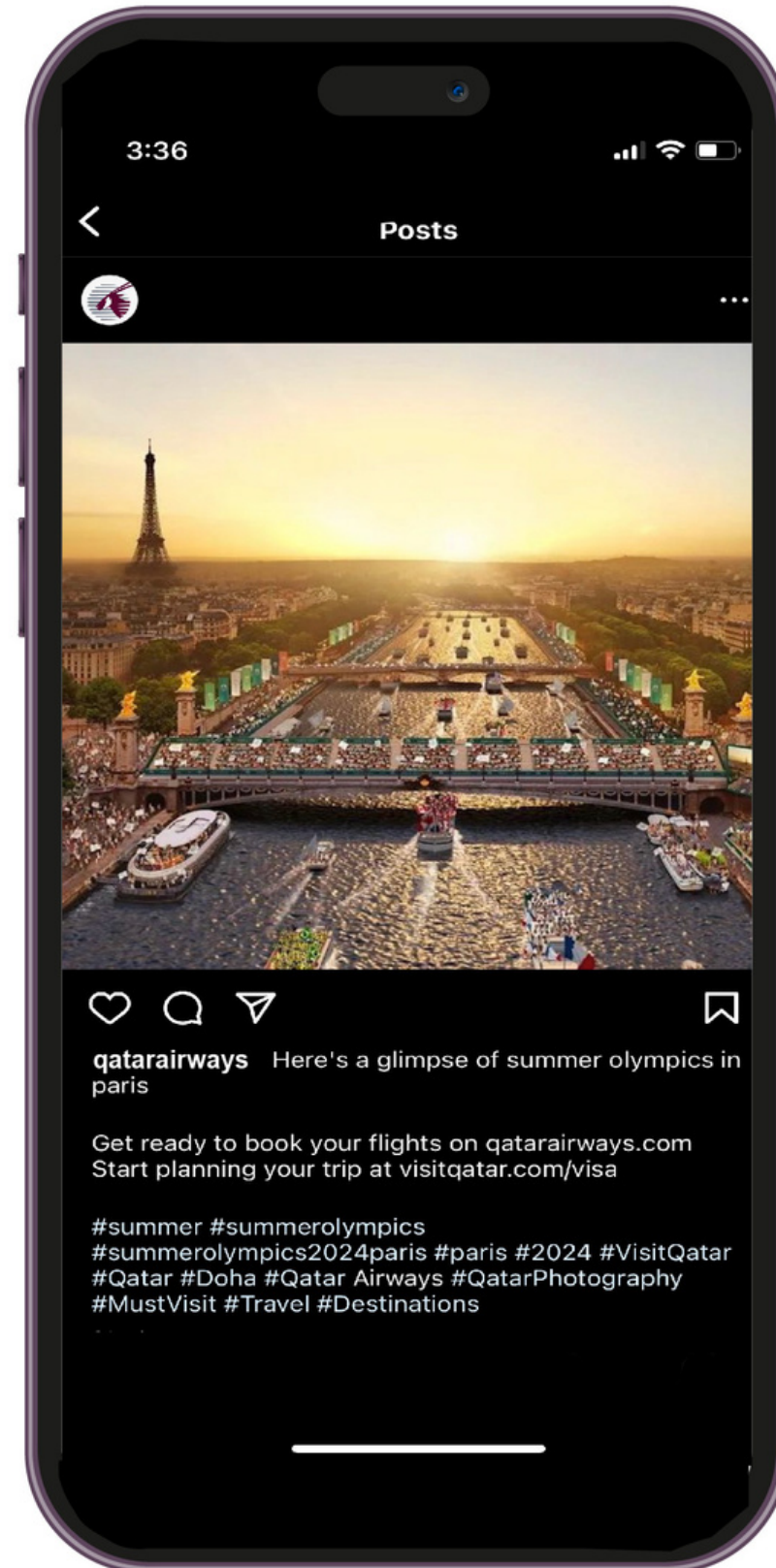
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The focus is on two main areas. To be ranked highly, airlines must have a seven-star safety rating and demonstrate leadership in innovation for passenger comfort. Qatar Airways was ranked number 1 because of its "cabin innovation, passenger service, and its commitment to continue to operate throughout the COVID pandemic."

1. Qatar Airways
2. Air New Zealand
3. Etihad Airways
4. Korean Air
5. Singapore Airlines
6. Qantas
7. Virgin Australia
8. EVA Air
9. Turkish Airlines
10. All Nippon Airways
11. Cathay Pacific Airways
12. Virgin Atlantic
13. Japan Air Lines
14. JetBlue
15. Finnair
16. Emirates
17. Hawaiian
18. Air France/KLM
19. Alaska Airlines
20. British Airways

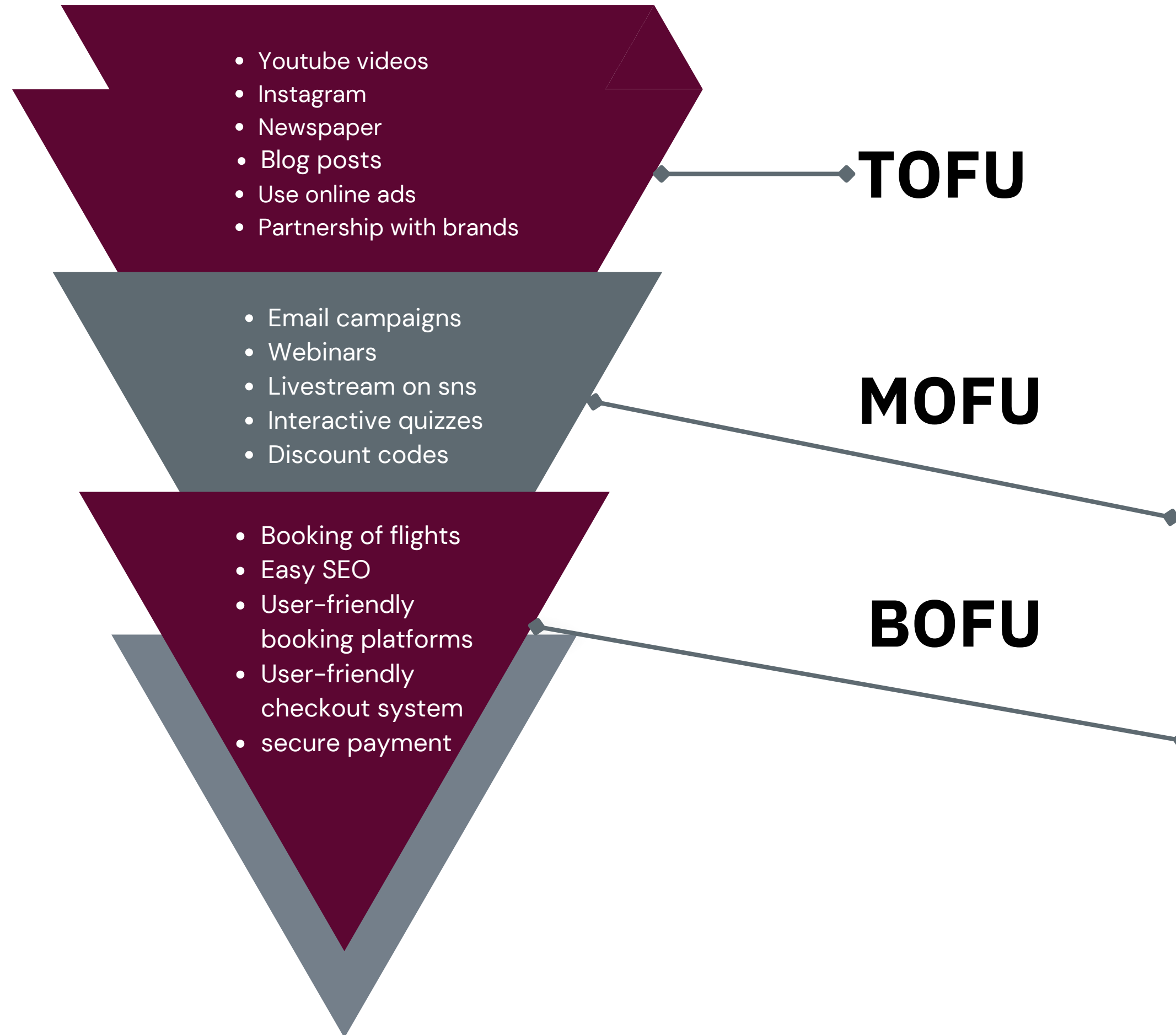
Top 20 list



Social media post



OOH PIECE



Marketing Funnel

Seasonal Marketing Calendar

September

- Campaign strategy planning

October

- Campaign strategy planning

November

- Campaign strategy planning

December

- Campaign strategy planning

January

- Campaign strategy planning

February

- Launch: Summer Olympics 2024 in Paris campaign

March

- Launch: Summer Olympics 2024 in Paris campaign

April

- Launch: Summer Olympics 2024 in Paris campaign

May

- Launch: Summer Olympics 2024 in Paris campaign

June

- Launch: Summer Olympics 2024 in Paris campaign

July

- Launch: Summer Olympics 2024 in Paris campaign

August

- Post-Launch: Summer Olympics 2024 in Paris campaign
- Content distribution

Marketing Roadmap

APRIL - JANUARY

Goal: Campaign development for Summer Olympics 2024.

Objective: Create assets for an integrated marketing campaign for print, digital, social, TV, and OOH.

Budget: \$3 million

Steps: Hire a creative agency to produce the assets.

Goal: Drive traffic to our online channels

Objective: Generate two billion impressions across our web and social media channels.

Budget: \$1 million

Steps: Hire a media company to execute the campaign and provide data and insights on the campaign's performance

February - July

August - October

Goal: Generate press coverage for the campaign.

Objective: Obtain press coverage for the Summer Olympics campaign across 300 media titles.

Budget: \$1 million

Steps: Hire a global press firm to secure local and international coverage.

Goal: Increase signups to the Privilege Loyalty Program

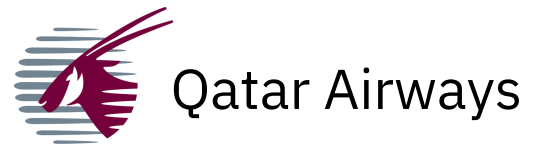
Objective: Increase sales and signups to our loyalty program.

Budget: \$500K

Steps: Onboard the corporate sales team and map out quotas.

November - January





Thank you for watching!

Ahan!
Any questions before we go?

SOURCES

Qatar Airways Privilege Club: The Complete Program Guide

Qatar Airways Launches Inspiring New Brand Refresh Campaign Inviting People to 'Let's Fly' and Experience Exceptional Journeys

Qatar Airways Presentation

The World's Best Airlines for 2022

Qatar Airways Press Centre

Paris Summer Olympics 2024

Augmented Reality (AR) Defined, With Examples and Uses

Entering the GCC market. Entry barriers and choice of location