

Creative Advertising of Airline Carriers

Abstract

This article is a study of, air carrier advertising which is in today world is everywhere: on billboards, banners, bus stops, even buses — to someone trying to sell you service, food or comfort that make you feel like the carrier industry has come along way from glorious past to the dynamic future. The mark of air India advertising strategy is fresh today for the students and practitioners of applied art, media studies and marketing.

Keywords: Travelers, Trading, Business, Leisure, Luxury, Comfort, Save Time and Reduce Hassle, Customized Travel Experience. Travel Technology, Mobile Channels, Airlines, New Innovations, Technologies And Strategies To Attract Consumers, The Sky Is The Limit In Service Industry, Best Experience, People Fly Airplanes, Goal In Mind – To Get Somewhere, Sell Well.

Introduction

Whatever might be the reason to travel, there are few ways in which travelling would certainly change a person that is why travelling becomes so important in life. It's important to study the process which influences the purchase of a travel ticket and the feedback on comfort, safety and leisure. This feedback propagates and influences others who are preparing to travel not only for leisure but essential business travel.

Aim of the Study

This article is a step towards understanding the concepts and ideas of advertising campaigns of airline carriers that entice the customer to revel in the world of fantasy where everything is picturesque, tranquil, and serene and heart-warming. The merchants of dreams make the other world utopia where you reach in the comfort of "X" airline which is caring, safe and pleasurable.

How do airlines market themselves?

"Once you have tasted flight, you will forever walk the earth with your eyes turned skyward, for there you have been, and there you will always long to return."

-Leonardo da Vinci

The advertising for airline carriers plays with our emotions, our need and desire to travel, to see the huge, amazing, beautiful and mother-nature-given world. Some of these ads make you laugh, some make you want to pack up and go, others make you look twice, but they are all set to grab your attention and perhaps book a ticket out of the country! These advertising campaigns entice the customer to revel in the world of fantasy where everything is picturesque, tranquil, and serene and heart warming. The merchants of dreams make the other world utopia where you reach in the comfort of "X" airline which is caring, safe and pleasurable.

There is something therapeutic about flying along with travelling. While you soak in a new culture, you also connect with your own inner self.

The airline passenger, traveler is usually an informed person who is prepared to spend to explore. Being experimental and adventurous the flying experience holds importance in the travelers itinerary. Traveling can help develop a person's character, being open minded. Frequent travelers aren't enclosed in a bubble; they get outside of their comfort zone. They are aware that Traveling is something you can't learn in a classroom. Every passengers has their very own reasons to travel. Some people travel for work, some travel for pleasure while for others it is just a way of life. They travel to live, to work and to escape at the same time.

"Travel brings power and love back into your life."

- Rumi

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Flying to A New Location Is Important to Learn to Acclimatize

It is a different world out there, literally. The single truth of life is everything changes, and evolves. Be it the pace of life, the language or simply the change in weather, it is always a change and you have to adapt to it. This is what makes travelling truly beautiful as you break away from the routine and adapt to something totally new.

Travelling Enables Understanding A New Culture

Every place comes with its distinct cultural habits, you can-not think about Mumbai without talking about its fast paced life and about Goa without enjoying its relaxed lifestyle.

Widen Your Taste Buds

Travelling without experiencing the local food is just not complete. It is not only a culinary experience but a cultural one as well. Biryani from Hyderabad and Kebabs from Lucknow attract tourists.

Memorable Carry Souvenirs Can Also Be Collected During Travels

Of course one carries back plenty of memories but these are the more materialistic ones. Buying a miniature of statue of Liberty or Taj Mahal, a saree or the famous petha from Agra is a must not only for yourself but also for your loved ones. It is rightly said when you travel to a place, you carry a part of it back with yourself.

Indulge in Photography

The camera in the mobile phone has made everyone an exponent in the art of selfie clicking. A few years this was an unknown terminology which has become a mandatory of travelers moments at the airport, lounge flight, take-off or landing and of-course friends made en-route. It does not matter whether you are a professional or not. It is also irrelevant whether you have a DSLR or a very basic camera, while travelling what matters is the love and quest for seeing beautiful places and the sheer joy of capturing them in your lens.

Learn to Escape

Travelling is the best way to break the routine. If you are in a bustling city, go ahead and experience the country life. If you are in a rural place, travel to a bustling city and experience its madness. Stressed with the city life or work pressure? A spa break in hill station or beaches is a must try.

One Would Want to Reach The Destination In A Flash What's Faster Than A Direct Flight To appreciate Nature

The quest to explore more when one is travelling always leads to a sense of amazement about nature. While most of us keep a track of technological advancements, Nature has its own ways of outshining all of these. The sand dunes of Jaisalmer in Rajasthan and the coral beaches of Andamans are the finest examples of this.

Flying Straight To Get Closer To Your Own Roots

While one travels and experiences a lot of different cultures and practices, it definitely brings one closer to his or her own roots. Travel helps one appreciate one's identity and culture.

Travelling is all about experiences. They can happen in terms of culture, people, places but most

importantly with ones own self and this was all about the different ways in which travelling can change you.

In today's fast paced world, air carrier advertising is everywhere: on billboards, banners, bus stops, even buses — there's always someone trying to sell you service, food or comfort that make you feel like a king (maharaja). The air carrier industry has come along way from glorious past to the dynamic future. But the mark of air India advertising strategy is fresh today for the students and professionals of applied art, media studies and marketing. These advertising campaigns have been source of inspiration and referral to iconic advertising space for generations.

Air India

Air India had responded to the opening of the economy - even the sky is not the limit anymore! New aircraft, revamps of existing ones, upgrades of cuisine and entertainment are all part of its winning strategies - with the blessing of the mascot Maharajah, of course.

A GLORIOUS HISTORY

Air India had come a long way since that fateful day on October 15 1932, when JRD Tata, the father of civil aviation in India, and founder of Air India, took off from Karachi in a tiny, Including pilots, maintenance engineers and cabin crew

When the irrepressible Maharajah was created, way back in 1946, icons like these were unheard of in the world of marketing or even aviation. The Maharajah came to be known as a man of many parts-Witty, at times naughty, provocative, irreverent. He soon became the much-loved and admired mascot of Air India, and helped to popularise the airline in the farthest corners of the globe. Sixty years since he took the world by storm, the dapper Maharajah continued to amuse his (ergo, the airline's) fan with his witticisms. Eversince its inception the Maharaja became an unofficial symbol to welcome visitors to Indian hotels, resturants.

The Maharajah was conceived by S.K. (Bobby) Kooka in 1946, then commercial director of Air India, and designed by Umesh Rao, then an artist with J. Walter Thompson in Bombay. As JalCwasji, the former commercial manager, publicity, Air India, said in 1973, the Maharajah "soon became the star performer he was destined to be, and today-the image of an entire airline is built around him."

Of course, even as he made his fans laugh with his one-liners and often sarcastic comments, the Maharajah negotiated a swamp of controversies in different parts of the world, with sensitive politicians, touchy bureaucrats, and fussy diplomats seeking an apology for perceived affronts!

Ever since its inception the Maharaja became unofficial symbol for welcome to India. All doors of Hotels, Restaurants and tourist destination had this ofcourse noone seem to worry about copyrights. Gentleman that he was, however, the Maharajah took it all in his stride, and continued to flirt with delicate and not-so-delicate matters. Above all, the Maharajah was - like the airline - India's roving ambassador, exuding the warmth of traditional Indian

hospitality, exemplifying the country's rich cultural heritage and spreading joy wherever he went.

The Versatile Maharajah is well travelled, with his endearing face seen on posters, bill-boards and hoardings in all the leading international cities, courting controversies, dallying with damsels, and serenading strangers on distant shores.

The Maharajah continues to charm his growing army of fans, as he bounces around with boundless energy. He sells 'the American Dream,' to Indian students heading to the US of America; he urges foreign businessmen to take "a good look at the wonders of India"; or he courteously informs senior citizens that "the clouds indeed have a silver lining," and offers them discounted fares.

As his creator Kooka remarked once: "our little fellow lends himself to situations. He's capable of entertaining the Queen of England and splitting a beer with her butler too. He's a man of many parts-lover boy, Sumo wrestler, pavement artist, vendor of naughty post-cards."

Mascot Maharajah was given a makeover in 2015 and the brand is represented by a younger version.

Air India Air India... Truly Indian

Air India's colour scheme is red and white. The aircraft were painted in white with red palace style carvings on the outside of the windows and the airline's name written in red. The name is written in Hindi on the port side fuselage and in English on the port side tail. On the starboard side fuselage, the name is written in English, and in Hindi on the starboard tail. The window scheme was designed in line with the slogan *Your Palace in the Sky*. The aircraft were earlier named after Indian kings and landmarks. In 1989, to supplement its *Flying Palace* livery, Air India introduced a new livery that included a metallic gold spinning wheel on a deep red-coloured tail and a Boeing 747, *RajendraChola*, was the first aircraft to be painted in the new colours. The first logo of Air India was a centaur, a stylised version of Sagittarius shooting an arrow in a circle representing the wheel of Konark. The logo chosen by founder J. R. D. Tata was introduced in 1948 and represented the airline until 2007. On 22 May 2007, Air India and Indian Airlines unveiled their new livery consisting of a Flying Swan with the wheel of Konark placed inside it. The flying swan was morphed from the centaur logo and the chakra was derived from Indian's erstwhile logo. On 15 May 2007, Air India refreshed its livery, making the Rajasthani arches along the windows slightly smaller, extending a stylised line from the tail of the aircraft to the nose and painting the underbelly red. The new logo features on the tail and the engine.

The other air carriers followed suit to carve space in advertising clutter of airline carriers

SpiceJet, Red Hot, Spicy flying for Everyone

SpiceJet, has always been different; this air carrier has always stood for making flying "unboring", about bringing back the zing to flying, making it something one can enjoy, look forward to. That was the DNA SpiceJet was born with, and what stays with it today." said Mr. Ajay Singh, Chairman and

Managing Director, SpiceJet Ltd. The new-look logo reflects today's mobile-based world through a 3-D "app icon" brand icon that modernizes the long standing SpiceJet "digital dots" logo and integrates it with the mobile app icon look. The red swatch on the layouts projects the bold and spicy avatar of the brand, and the models used in the new campaign remain SpiceJet's own crew and staff, who indelibly link the new image and brand to the airline it stands for. The look of the logo flight attendants, published material is modern, stylish, contemporary and efficient.

Jet Airways, The Joy of Flying

Jet Airways' original livery was designed by Lowe (Lintas then). It was navy blue with light grey and chrome yellow. The top and bottom of the aircraft were painted in light grey with the flying sun logo in the navy blue background.

In 2007, a new livery was created by Landor Associates which added yellow and gold ribbons; the design retained the dark blue and gold-accented colour scheme along with the airline's "flying sun" logo. A new yellow uniform was simultaneously introduced, created by Italian designer Roberto Capucci. Jet Airways introduced its new identity in conjunction with a global brand re-launch which included new aircraft and seating.

IndiGo

Twenty dots arranged in the shape of an aircraft serves as the logo of the airline. The airline uses a two tone blue livery on a white background with the belly of the aircraft painted in Indigo with the logo in white. The flight attendants wear a single-piece navy-blue tunic with a cap and a thin indigo belt designed by fashion designer Rajesh Pratap Singh and make-up artist Ambika Pillai. The airline has the tagline on-time focusing on punctuality. IndiGo promotes the following three things majorly as part of its advertising program- On time performance, Affordable fares and Hassle free Passenger experience

GoAir: Fly Smart

GoAiraircrafts are painted in different colour schemes such as blue and pink with the logo on the tail. In 2011, the airline announced that all its aircraft will convert to a new grey colour scheme. Founded in 2005, GoAir is the fifth largest airline in India with a 8 per cent passenger market share.

AirAsia "Now Everyone Can Fly"

AirAsia, which started operations in India in 2013 is the largest airline in Malaysia. Air Asia was well recognized as well as distinguished with their steadfast advertising and promotional campaign. AA had been consistent with their identity building by using their logo - by utilizing red colour as a dominant element in their design. Hence, with the repetition and consistency, the colour red has become a 'brand recall' for Air Asia. The peripheral route which used credibility as one of its contributing factor in decision making can be related to 'credibility persuasion' in a logo design which consisted of trustworthiness and expertise. Credibility in the view of logo or a brand was linked to the claims of an organisation or

products or services that were delivered to its consumers or customers.

Vistara, Fly the new feeling

Vistara also unveiled its tagline 'Fly the new Feeling', encouraging its potential customers to explore the product. Also launched at the event was Vistara brand music which embodies the spirit of the 'carefree' world citizen connected with the emotion of the 'caring' Indian soul created by Brandmusic. Vistara promises of delivering a seamless and personalized travel experience. They look forward to seeing you onboard soon,

The viewer has to filter information from the advertising gimmicks and noise of the various domestic carriers. Thus with the changing times the advertisers have to take things up a notch in the process to evolve creative airplane advertising. Airplane advertising should compel you to travel, and are needs to be aimed at consumers who have cash to spend (or don't have it but don't mind spending it) and who are increasingly difficult to please. Fliers are willing to pay more to travel in larger aircrafts and better services. In a keynote speech by veteran industry analyst/co-founder of Atmosphere Research Group, Henry Harteveltdt stated, "more travelers are willing to consider trading up to save time and reduce hassle for a customized travel experience." Travel technology can take customization even further, especially through mobile channels. "As airlines embrace new innovations, technologies and strategies to attract consumers, the sky is the limit!" Unlike organizations selling cars, alcohol, or food brands, airlines exist as part of the service industry. In the service industry, various companies compete to offer the best experience despite relatively similar end products.

For example, all people fly airplanes with one major goal in mind – to get somewhere Airlines largely depends on how well those companies sell you on their travel experience.

The Practical elements of service on classic airlines include: to be included of advertising of Airlines by media and advertiser.

Intangibility

Services can't be held, touched, or seen before the purchase decision. When you step onto an airplane, you expect certain qualities like comfort, a smooth flight, and prompt service from flight attendants. These qualities, while important to flyers, are typically impossible to gauge until after purchasing a plane ticket.

Inconsistency

Pricing and promotion of services changes rapidly. The airline industry is constantly changing and

adjusting to meet economic concerns and consumer demand. For example, plane tickets quickly rise in price as the date of departure nears, and some airlines adjust policies such as baggage fees without prior notice.

Timeliness

Delays have a lasting negative impact for passengers.

Assurance

A management committed to customer service and satisfaction.

Convenience

Convenient check-ins, departure and arrival times, and ticket reservations.

Helpfulness

An airline staff willing to meet requests and customer needs in a constructive manner.

Comfort

Having enough knee and leg-room.

Meals

Satisfactory and free in-flight meals

Safety and Security

Some people view boarding a plane as a life or death situation. Employees should emphasize the safety features of their airlines.

Conclusion

This article covers aspects of travel related advertising. How in past and present advertising of airline carriers have help flyers choose an airline fly and experience luxury, comfort and ace travel experience. Good advertising campaign makes traveler excited about journey, takes away drudgery from travel fatigue. A successful campaign makes flyer want to experience more and ensures value for money. It also gives buyer an opportunity to choose what best that suits his needs.

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