



## Rebuilding

### Challenge

---

- European international airline coming out of bankruptcy with new identity
- Need to establish new brand in highly competitive market at a difficult time
- Therefore, we put in place a communications program that both introduced the new brand and reassured that the quality would continued

### Strategy and Action

---

- Present new brand across the board, to media, public, trade and government
- Build on the old brand that was well regarded in Thailand, and the historical links between Thailand & the carrier's home nation
- Use the highly respected media savvy Country Manager & Thai team in ways that further build interest & awareness among the different groups
- Put media/other target groups on the new planes to experience the new brand & product, and understand that it is solid and of the highest quality

### Results

---

- Immediate and a high degree of interest in the new brand, the product, the design involved and the people;
- Ticket sales saw excellent growth, with old time passengers comfortable and new passengers impressed, and....
- Flights consistently full.



Client Logo

Other Photo