

Haider Al Khatat, Andrianna Panetta, Liliana Armenti, Laura Walczak & Lynda Sivaslioglu

Mr. Keith Seymour

410-302-VA sec. 01

December 1st, 2022

Quebec Airlines (QC Airlines)

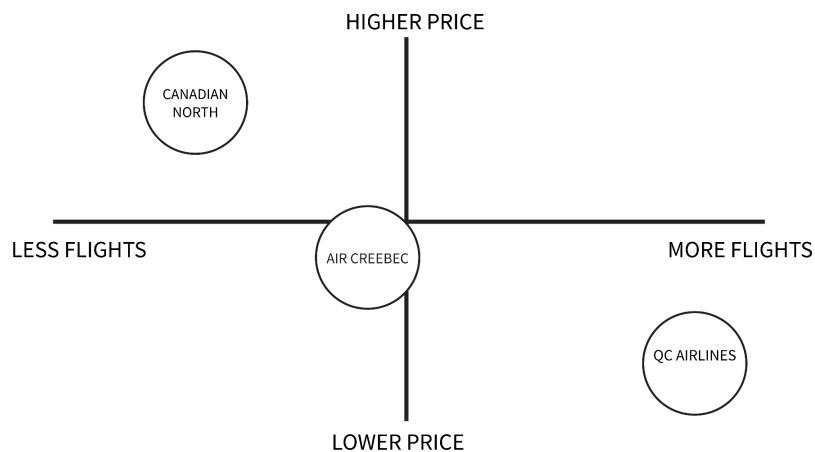
SITUATIONAL ANALYSIS AND OBJECTIVES

Quebec Airlines is an airline which provides flights to Canadians and Quebecois all over Quebec, as well as Canada. Operating from the YUL Airport with daily flights with a low fare, to be able to advertise to all ages and genders. With the goal of allowing Quebec to be in the spotlight domestically, and facilitating travel of the north of Quebec and Canada, which are destinations not many airlines fly to on a regular basis. With all of this, Quebec Airlines as well offers comfort and convenience to be able to travel with an easy mind.

Quebec Airlines (QC Airlines) was one of the first airlines in Canada and with time grew and expanded destinations thanks to the growth of Canada and Quebec, and offers a comfortable way of traveling for Quebecers and Canadians, by allowing them to travel all over our beautiful province for an affordable price and more frequently. QC Airlines is a domestic airlines traveling from coast to coast and from south to north, with the headquarter being located at the YUL airport in Montreal, it gives Quebecers daily flights to popular in the northern part of the province such as Kuujjuarapik, Inukjuak, Kangirsuk and Salluit, which helps connect the native population easily and aid in propelling tourism (in appropriate regions) for them as well, while also offering flights to Thunder Bay, Vancouver, Victoria, Comox, Calgary, Edmonton, Halifax, St. John's, Fredericton, Charlottetown, Iqaluit, Whitehorse, Yellowknife, Winnipeg, Regina London (Ontario), and Toronto, both Pearson and Bishop. QC Airlines inspires to grow the

message of Quebec as the beautiful province of Canada, and to allow Canadians to be proud of their own.

The main competitors of QC Airlines would be Canadian North and Air Creebec, since they operate and fly the same as us. Their strengths are that they are the only other airlines that allow easy traveling to the north of Canada from the metropolitan cities, but their weakness lies in their flight schedule, such as Canadian North Airlines which only flies after November and Air Creebec which only operates one flight three days a week from YUL to certain locations, only from November till March. QC Airlines offers the same flights yearlong and daily throughout the day from morning till midnight at a lower cost, which gives the guest access to switch flights if they miss one in the morning, the possibility to be transferred onto another one the same day.



The state of the airline industry nowadays has changed a lot since Covid-19 hit. There are multiple external environmental factors in the airline industry. It touched every aspect of aviation such as airports, air navigation, service providers, lost revenue, lost number of passengers and flights decreased. The airline industry is recovering slowly but surely from Covid-19. There are many challenges that the airline industry is going through. Which is worker shortage, business travel, emission and covid. There has been a worker shortage problem even prior to the pandemic. Difficulties trying to find new employees or putting too many demands on them. A number of older pilots and aviation mechanics are reaching retirement age with not enough candidates to take their place. Business travel has been affected because most corporation policies around covid have changed. Most of them are staying home and are able to connect to anyone around the world via videoconferencing. This change could very well hurt the airlines. There are economic factors such as how airlines were under the pressure to follow up with

increasing fuel prices. According to Forbes aviation accounts for around 2.3% of the total carbon dioxide emissions. There are limited options for the industry to cut these greenhouse gas emissions. An option is airlines are depending on sustainable aviation fuel called SAF. It is a conventional aviation fuel. According to Forbes less than 1% of the jet fuel used today is SAF. Airlines are trying to up their usage but there is not enough production to fulfill that need. Also, SAF is very expensive. Covid as stated before is the main big issue. It has been a big distress for the airlines and aerospace. The complications for the industry which includes many restrictions and loss of workers. There are also technological changes. Nowadays passengers find it much easier to use their cellphones when doing check-in service or for your tickets. This is definitely a popular trend that is happening right now. Everyone wants to stay connected and the airlines all over are trying to have up to date in-flight entertainment for all the passengers to enjoy. Today flights have in-flight connectivity, surround sound audio and smartphone adaptability. Not being able to do this will not grab the passenger's attention. Though the airlines have their challenges, the future is looking well for the airline industry. It is most guaranteed to keep getting bigger over the next decade. The industry will slowly have to recover but it will have to start focusing on the next challenges that will come their way. Overall, the airline industry is growing and trying to better position themselves in the coming future.

The main two competitors for QC airlines are Air Creebec and Canadian North. These two airline companies do not have many advertising campaigns. They do not really promote themselves as much. Air Creebec's vision is "safe, reliable and comfortable regional air services". Their slogan is "we aim for higher". Canadian North has a YouTube channel that promotes their community investment program and sponsorships. In their recent YouTube video, they were celebrating international Inuit day. The video focuses on Inuit culture and achievements. For many years Inuit employment and recruitment has been their top priorities at Canadian North.

<https://www.marketingtutor.net/airline-industry-pestle-analysis/>

<https://www.forbes.com/sites/oliverwyman/2022/02/24/why-aviation-will-grow-for-a-decade-but-there-are-headwinds-besides-covid-19/?sh=15376af43d10>

<https://travelradar.aero/2022-tech-trends/>

The problem with the airlines Canadian North and Air Creebec is that they don't fly to all of the provinces in Canada, they only go to a select few. Not only that but these airlines do not have the best schedule for their flights, Air Creebec only makes one trip three days a week to specific areas, just from November through March, while Canadian North Airlines only flies after November. The prices for these flights are also very pricey. The way that this problem is solved is that QC Airlines provides the same routes year-round, daily, from early in the morning until late at night, and at a reduced price.

The demographic characteristics for QC Airlines aim to target all races and ethnicities, both men and women. It is aimed at single travelers, families with small children, group travelers, retired travelers, business travelers, and those traveling leisurely between the ages of 30 to 70 years old. Aiming for those that have an average to moderately higher-than-average income, preferably with college and/or university education and having had skilled employment.

The psychographic characteristics QC Airlines traveling all over Canada targets those traveling both on business and leisure. It includes the occasional business flyer, marginal business flyer, frequent business flyer, occasional leisure flyer, marginal leisure flyer, and frequent leisure flyer. QC Airlines with a destination will target those that enjoy traveling and sightseeing, those that are group travelers, that would like to visit their families, and those that are on a business trip. The length of the flight chosen by the individual is open to any length of flight with no restrictions, daily trips, or long trips. At QC Airlines, the option of travel class is economy or business class. Those in search of adventure, love site seeing, and shopping, have weekend getaways with friends, or need to fly out on business will fit right with QC Airlines. Focusing on cost-effectiveness for everyone, regular schedules in Canada to meet everyone's needs, along with frequent flights, QC Airlines covers all aspects.

The behavioral segmentation of QC Airlines focuses on excellent customer rewards with a frequent flyer program. For each flight booked, points will be added, and free flights will be awarded once the points have been reached. On certain days of the week, there will be double the points or triple the points earned if booked on those specific days. It's a reward, and a thank you on behalf of QC Airlines for being a loyal customer.

The media preferences of QC Airlines are vast. Since the airline is targeting men and women between the ages of 30 to 70 years old, ads and commercials will be placed in metros, on buses, on social media like Facebook and Twitter, as well as Flickr, and in newspapers. With all this, the airline is certain that it has indeed covered the entire population they are targeting.

The only trend that can affect this specific group that QC Airlines is targeting is recession and the hike in air fuel, thus forcing the company to increase its ticket prices. This will force people to not travel for a while. As well, if the Covid cases surge once again, many will avoid traveling and all this will cause a major impact on QC Airlines.

CREATIVE AND MEDIA STRATEGY

Quebec Airlines' goal is to reach as many people in Quebec and Canada as possible. Through simple yet effective campaigns such as commercials and billboards, as well as social media marketing we believe that our statement will be creative and compelling to audiences. The goal is to grab our audience's attention, have them anticipate following up announcements and ads as well as want to become a part of the Quebec Airlines experience rather than our leading competitors. Through evaluating our competitors' methods of media, and taking into account social media's great impact on businesses, our strategy should be complex yet be advertised as simple. We can offer more to consumers than our leading competitors while also advertising the simplicity and easiness of flying with our airline. Everything is catered to our audience providing them with a sense of security, and trust between our brand and them.

We target the whole of Canada, but put a larger emphasis on the northern native population. QC Airlines is committed to help them by offering daily, yearlong flights, being the only airline to do so, with an attractive price, making it possible and easier than ever before to travel up north and all over Canada.

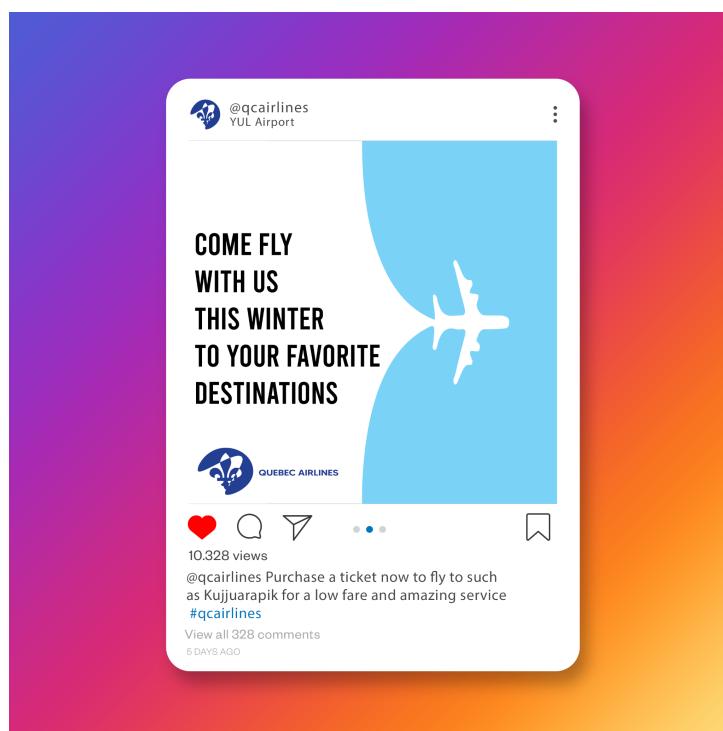
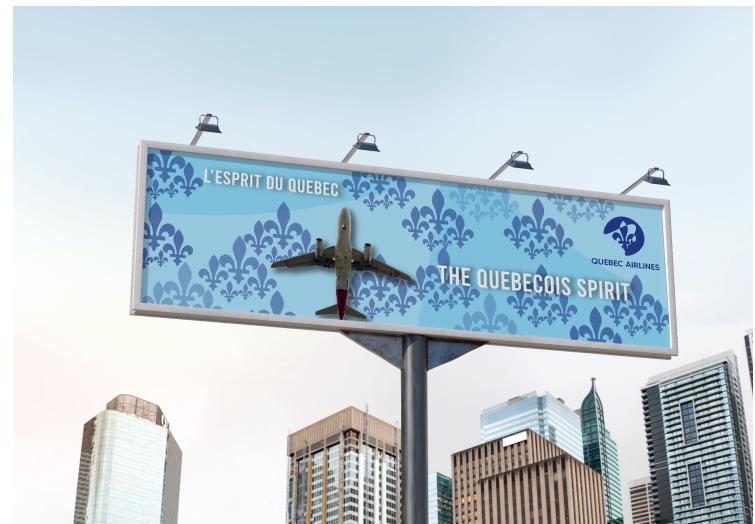
“The Quebecois Spirit”

“L'esprit du Québec”

This message clearly and precisely shows our theme of putting focus on the province on a domestic and international scale, and giving the tone of a prideful and joyful message that all Quebecois natives can relate and enjoy. Finally, appealing to all of Canada, especially the

territories and Inuit societies, who are the target audience, and giving them easier access to be able to fly to their native residents and supporting tourism to boom in those regions.

QC Airlines uses media that will maximize our reach to all people. Usage of a public poster and a billboard in a crowded area, thus any person from any demographic, (no matter the age, gender and race) will see it, in addition, a social media post, targeting a younger generation who are social media savvy.

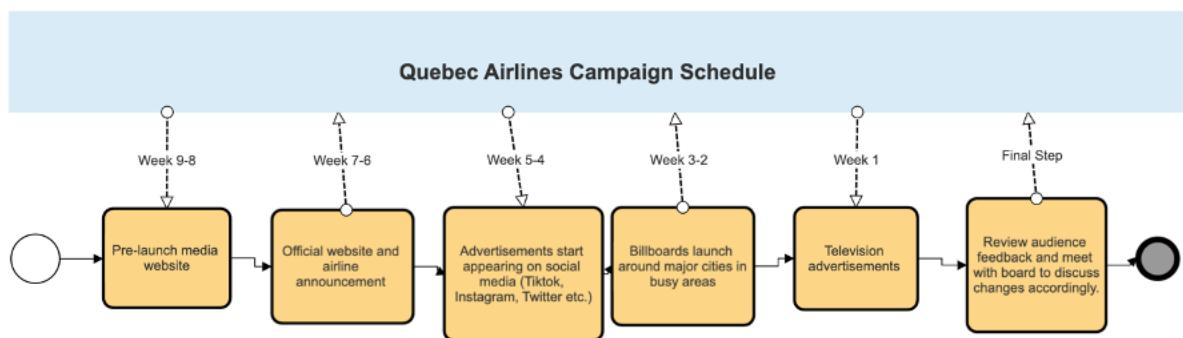


The video is 30 seconds long, because in the age of short form videos, we want this video to be effortlessly viewed by all ages, without being too “boring” and long. A quick ad presenting all the necessary points, such as the native destinations as well as the popular Canadian cities, explaining the frequency of the flights and where they are mainly operated, telling the viewer, if you chose to fly with us, a layover in YUL is most likely going to occur, additionally, with the mention of our fleets, for the curious aviations fans. The video uses b-roll, because it is easy to understand that this is an airline, with the view of our logo being present throughout, plus the footage of bags on the carousel, the airplanes and the window view of an aircraft in the air. There are no characters, due to the fact that we want the viewer to fully be immersed into the details that we heavily advertise on, being the comfortability we stress on, furthermore the cities we fly to. It is a video we would be able to market on social media as a quick ad while you are scrolling for the younger generation, likewise on television, for the older generations who continue to watch it.

<https://youtu.be/3zS41eubwwY>

Launching an airline is not as easy as launching any regular product. Giving Quebec Airlines great media exposure is the best way to get the message across to our audience that we offer more flights than our competitors, are comfortable flying, are family friendly, take great safety precautions and are affordable. The most popular way to advertise an airline is through television commercials. Older audiences are prone to watching television than younger audiences, by creating a commercial that's intriguing, shows audiences why we're the superior airline but is also simple to not create distraction is the goal. Viewers will be intrigued into booking trips, or at least giving the Quebec Airlines website a visit, that's what we want. Advertising ourselves through booking sites such as Expedia which is known to offer affordable flights to users will also help us get good media exposure. Showing that we have a variety of trips that can be booked as well as affordable flight prices will make audiences more inclined to

choose us in comparison to our competitors with higher flight costs and that offer a lesser number of locations to visit. Social media marketing is our best way to attract younger audiences into choosing our airline to travel with. Apps such as Instagram, Twitter, TikTok and Pinterest all offer great exposure to brands. People scroll aimlessly on these apps, so making an ad that caters to younger audiences, as well as grabs people's attention so they don't scroll past will help our media strategy become successful. Billboards and posters around Quebec cities as well as in the provinces and cities which we offer flights to is also a great way for exposure. Placing our company and website name as well as our catchy slogan and simple, memorable logo will catch the eyes of our audience and get people to look up our site. The final best way to figure out if the media plan is working is by getting feedback from our audience. Leaving a forum on our website for users to leave their opinions and ratings will help us to improve our company message even further and use the feedback as case studies. The following campaign schedule is over the period of 9 weeks. Instead of launching all the media at once and pushing the information onto the audiences, by spacing out our ads, allowing audiences to digest and process the information, plan accordingly if they wish to take trips with our company, and create anticipation on new information that's going to be released. It's important to get the company name out there and make the logo recognizable, get people excited for the next campaign and the company's next steps while also taking into great consideration the audience's thoughts to improve future campaigns. Knowing your audience is the first step to creating great media for a company in the present and future.



Once our campaigns have been released, it's important to evaluate our audience's reactions and feelings towards what we've presented. We've kept our logo, billboards, and commercials very simple and straightforward, so our goal is to get this feedback from our audiences. As previously mentioned, by looking on online forums, leaving our customer service e-mail and hotline, as well as leaving a message box where users can leave their email addresses and comments with any questions or concerns about our company, we can gather information on our campaigns. The most important place to look is directly from potential users and customers of the airline, if our message isn't as clear as we thought, customers can express that and then our team will act accordingly to rewrite our statement or add on any information that possibly lacked in our ads. Not only is it important to hear directly from customers, but it is also important to see if our campaign is working properly by checking traffic on our sites during launch hours. By determining the hours when we have the most traffic we can also recognize when our launches will have the most impact on viewers. Finally, checking our number of followers and profile views on social media, we can determine which platforms our advertising is most successful on and the platforms we should shift our focus to during big announcements and ads.

PEER EVALUATION

PART 1&2

Everybody did their part and did it well

HAIDER 10/10

ANDRIANNA 10/10

LYNDA 10/10

LAURA 10/10

LILIANA 10/10

Haider, Andrianna and Laura did the "Situation Analysis", Liliana did the "Statement of problem/opportunity/situation addressed by your campaign", Lynda did "Target Market Analysis". The "Creative Strategy plan" was split with Andrianna and Haider, and finally Laura did the Powerpoint.