



PRESENTS

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Case Title:

Expanding Horizons: A Marketing Challenge for Turkish Airlines in Bangladesh

Background:

Turkish Airlines, a global leader in aviation, operates flights to more countries than any other airline, with a network spanning over 300 destinations. From Dhaka to Istanbul and beyond, the airline has established itself as a premium choice for international travel through exceptional in-flight experiences, state-of-the-art aircraft like the Airbus A350 and Boeing Dreamliner, and its innovative stopover program.

This stopover program offers passengers with long layovers the opportunity to explore Istanbul, providing free hotel accommodation and a chance to experience Turkey's rich culture and heritage. Turkish Airlines' direct flights to European destinations make it especially appealing to Bangladeshi travelers seeking convenience and connectivity.

Despite these strengths, Turkish Airlines holds only 3.1% of the Bangladeshi international travel market as of 2024, trailing behind competitors like Emirates, Qatar Airways, and Singapore Airlines. These airlines enjoy greater brand recognition, loyalty, and market penetration thanks to their aggressive marketing strategies and attractive offers.

Bangladesh's international travel market is rapidly growing, fueled by an emerging middle class, increasing expatriate population, and rising demands for business and leisure travel. However, Turkish Airlines faces critical challenges, including:

Low awareness of its unique offerings, such as the stopover program.

Price sensitivity among Bangladeshi travelers, who often prioritize cost over premium services.

Underutilization of digital marketing channels in Bangladesh, despite the increasing digitalization of the travel and tourism industry.

The question remains: How can Turkish Airlines translate its global success into a dominant market position in Bangladesh?

Problem Statement:

Turkish Airlines faces the following key challenges in achieving greater market penetration in Bangladesh:

Intense Competition: Competitors like Emirates, Qatar Airways, and Singapore Airlines dominate the market with strong branding, loyalty programs, and tailored offerings.

Low Awareness of Unique Offerings: Many travelers are unaware of Turkish Airlines' premium features, such as its stopover program and superior in-flight services.

Price Sensitivity: Bangladeshi travelers often prioritize cost over quality, making it difficult to justify premium pricing.

Underutilized Digital Channels: Turkish Airlines has yet to fully leverage digital platforms to connect with Bangladeshi audiences effectively.

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Your Challenge:

As a team of marketing strategists, your task is to develop a detailed and actionable digital marketing campaign to address these challenges and position Turkish Airlines as a leading choice for Bangladeshi travelers.

Your campaign must:

1. Highlight Turkish Airlines' unique selling points:
 - The largest global route network.
 - Stopover program with free accommodation in Istanbul.
 - Modern aircraft ensuring superior in-flight experiences.
 - Direct flights to European destinations.
2. Appeal to diverse traveler segments, such as students, expatriates, business travelers, and leisure tourists.
3. Emphasize value beyond pricing to address cost concerns.
4. Leverage digital tools and platforms effectively to engage Bangladeshi audiences.

Deliverables:

Your submission must include the following components:

1. Campaign Strategy
 - Details of your marketing strategies to address the outlined challenges.
 - Specify techniques for media buying, targeting, and content planning.
2. Digital Marketing Component
 - Sample social media posts (captions and visuals).
 - Proposed hashtags and content ideas to drive engagement and ticket sales.
3. Execution Plan
 - A step-by-step breakdown of how the campaign will be implemented.
 - Include audience segmentation details (e.g., targeting students, business travelers, and expatriates).

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4. Static Content Design

- Provide an example of a static content design.
- Highlight Turkish Airlines' unique features, such as the stopover program and direct flights to Europe.

5. Budget Allocation

- A proposed budget for the campaign.
- ROI projections using metrics like Key Performance Indicators (KPIs), Pay-Per-Click (PPC), and Cost Per Thousand Impressions (CPM).

Guiding Questions:

- How can Turkish Airlines differentiate itself from competitors in the Bangladeshi market?
- What digital marketing strategies can effectively increase customer engagement and ticket sales?
- How can the airline communicate the value of its premium services to price-sensitive customers?
- What metrics and evaluation tools should Turkish Airlines use to measure campaign success?
- How can Turkish Airlines effectively target different traveler groups, such as students, expatriates, and business travelers, through digital platforms?

Evaluation Criteria:

Submissions will be judged based on the following parameters

INNOVATION & CREATIVITY	25
FEASIBILITY & SCALABILITY	20
ALIGNMENT WITH BRAND VALUES	15
BUDGET OPTIMIZATION & ROI PROJECTIONS	20
PRESENTATION & CLARITY	20

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General Criteria

- Slide numbers should be in between 12-16
- The slides must include: problem identification, target audience, campaign idea, execution plan, timeline, budget, and KPIs.
- Teams may use publicly available data, industry reports, and case studies.
- AI-generated content should be used ethically and must be disclosed if utilized.
- Use only the logos and pictures provided in the email. Do not use any other sources.

Disqualification Criteria

- Plagiarism (above 20% similarity in plagiarism check)
- False data or misrepresentation
- Failure to adhere to submission rules

Submission Guidelines

Slide Requirements: The presentation should contain 12 to 16 slides.

File Format: The slides must be submitted in both PPT and PDF formats.

Use the following subject line format:
Case Submission_Group Name_Country

Submission Process:

Upload the files to Google Drive.

The Drive link must be set to "Anyone with the link" with "Editor" access.

Provide the Drive link in the designated Google Form.

Submission Deadline: The final submission is due on February 3rd at 11:59 PM BST. Late submissions will not be accepted

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Citation & Plagiarism Policy:

All sources must be cited in APA format.

Plagiarism will result in negative marking.

Use the cover picture as the first page of your solution & Include your Team name & Member Details.

Please ensure compliance with these guidelines to avoid penalties.