



Passenger Marketing Department

Ji Young Oh

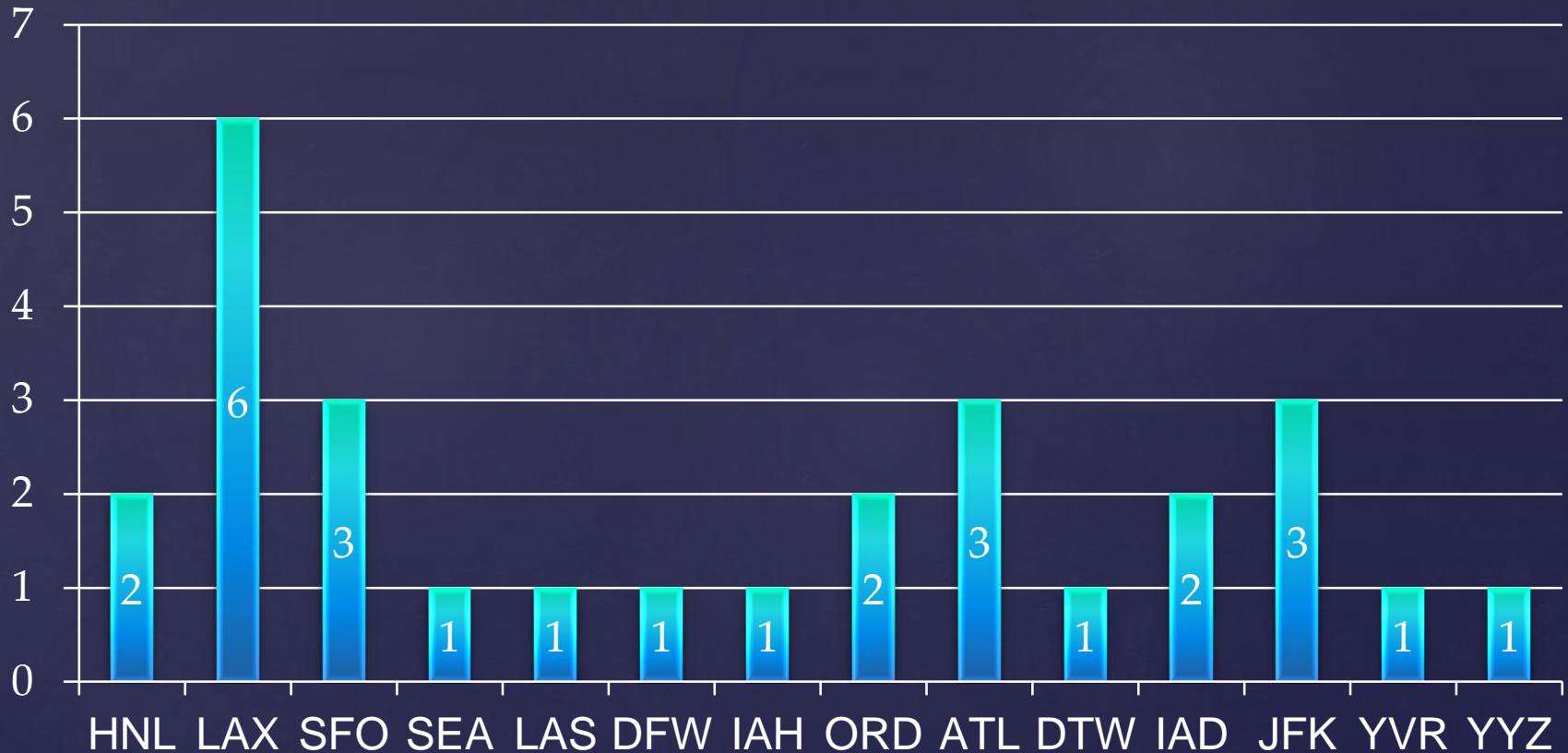
Universities near KE gateways

North American Region – U.S. and Canada



Number of Universities near KE Gateways

Universities



Universities Breakdown by KE gateways

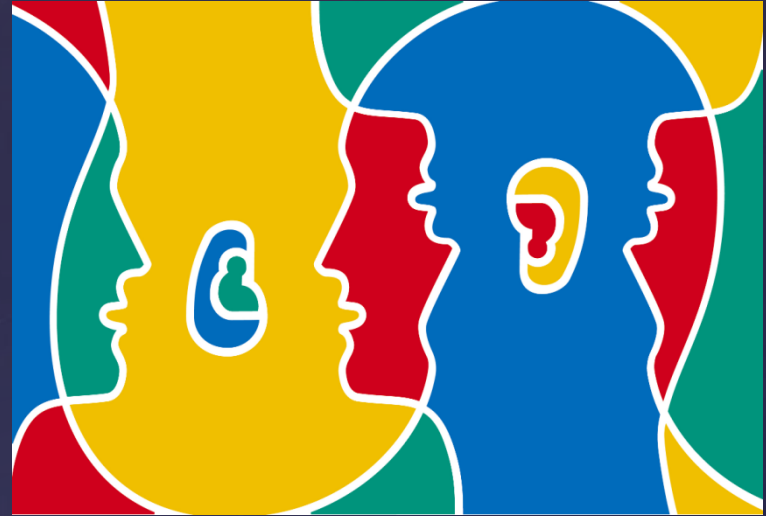
1. HNL :University of Hawaii Manoa, Hawaii Pacific University
2. LAX : UCLA, UCI, UCSD, CSULB, CUSF, USC
3. SFO : Stanford University, UCB, UCD
4. SEA: University of Washington
5. LAS: UNLV
6. DFW: University of North Texas
7. IAH: University of Houston
8. ORD: University of Illinois at Chicago, University of Chicago
9. ATL: Emory University, University of Georgia, Georgia Institute of Technology
10. DTW: University of Michigan
11. IAD: George Washington University
12. JFK: NYU, Columbia University, St. John's University
13. YVR: University of British Columbia
14. YYZ: University of Toronto



International Programs



Study Abroad Program



Language Program



Business/MBA dept.



East Asian Studies dept.

Alumni Travel



Different Countries

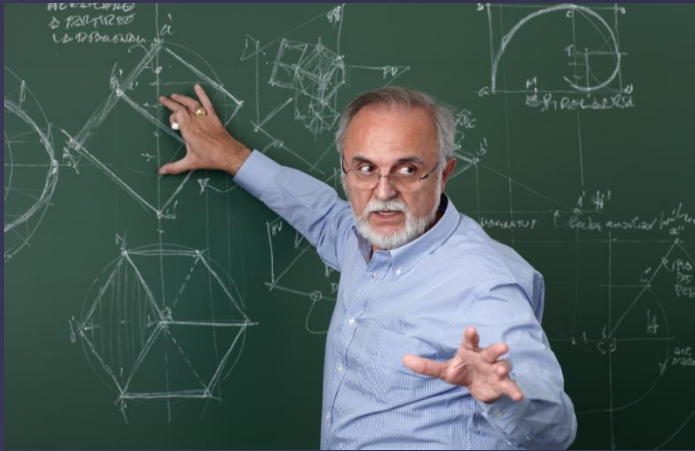


Sporting
Events



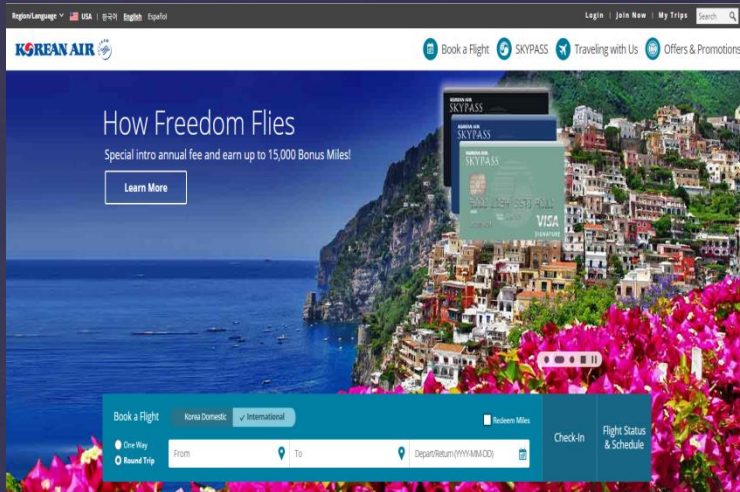
Young Alumni and Families

How to Approach

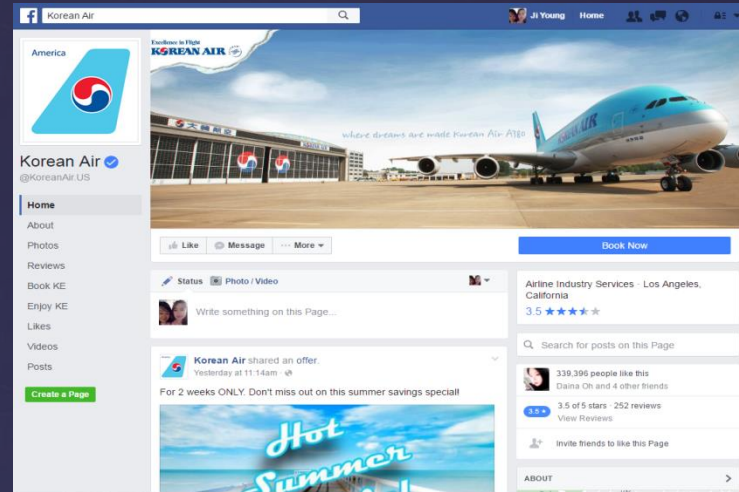


Contact Professor, Travel Agencies, Promotion (Internship, office visit), Social Media

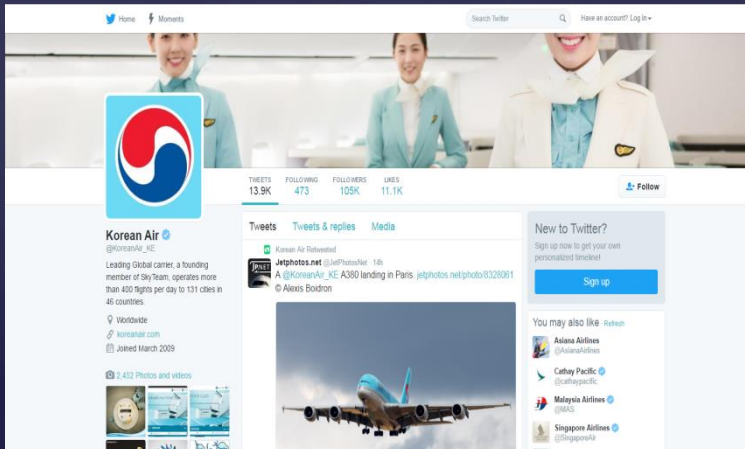
Usage of Social Media and Web



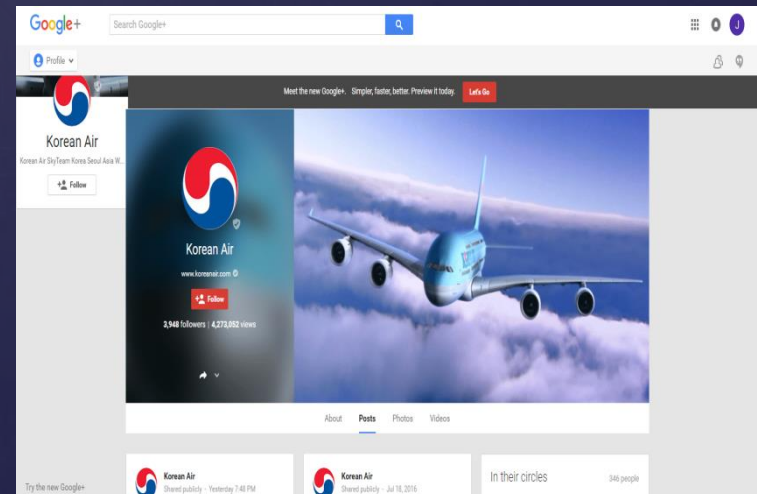
Korean Air Web



Facebook



Twitter



Google Plus

Digital Marketing/Commercial Korean Air

2016 and beyond



Concept of digital marketing






DIGITAL MEDIA MARKETING TRENDS

Live Video Streaming

USTREAM
THE FUTURE OF VIDEO



Periscope

LIVE on 



Google+
Hangouts
ON AIR

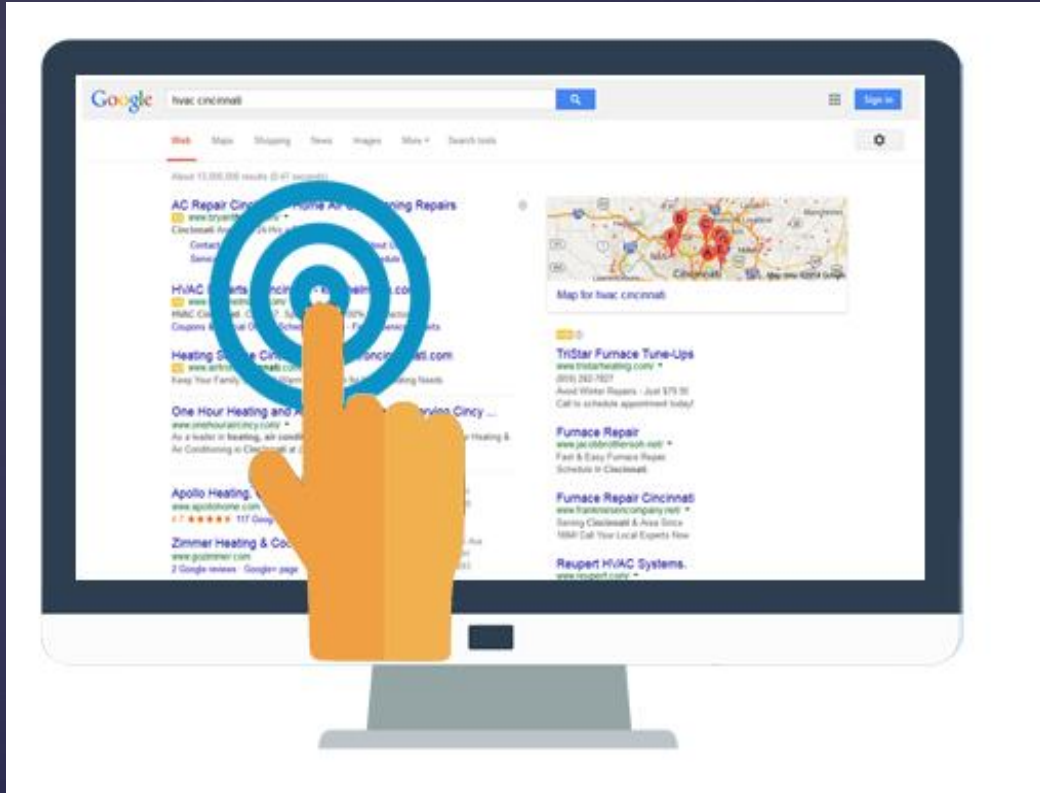


Meerkat
Tweet Live Video

 **livestream**

bambuser
Live from your mobile!

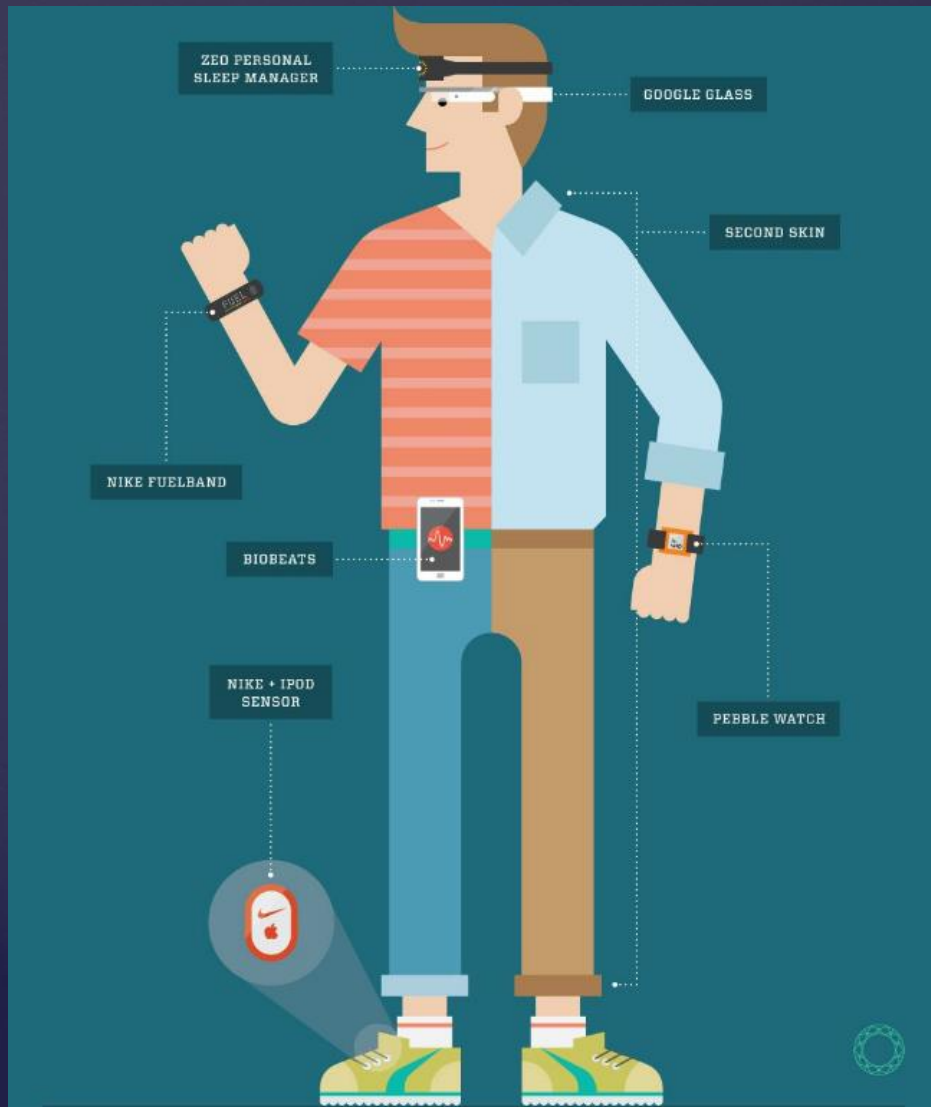
Pay per Click Marketing



Pay-Per-Click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

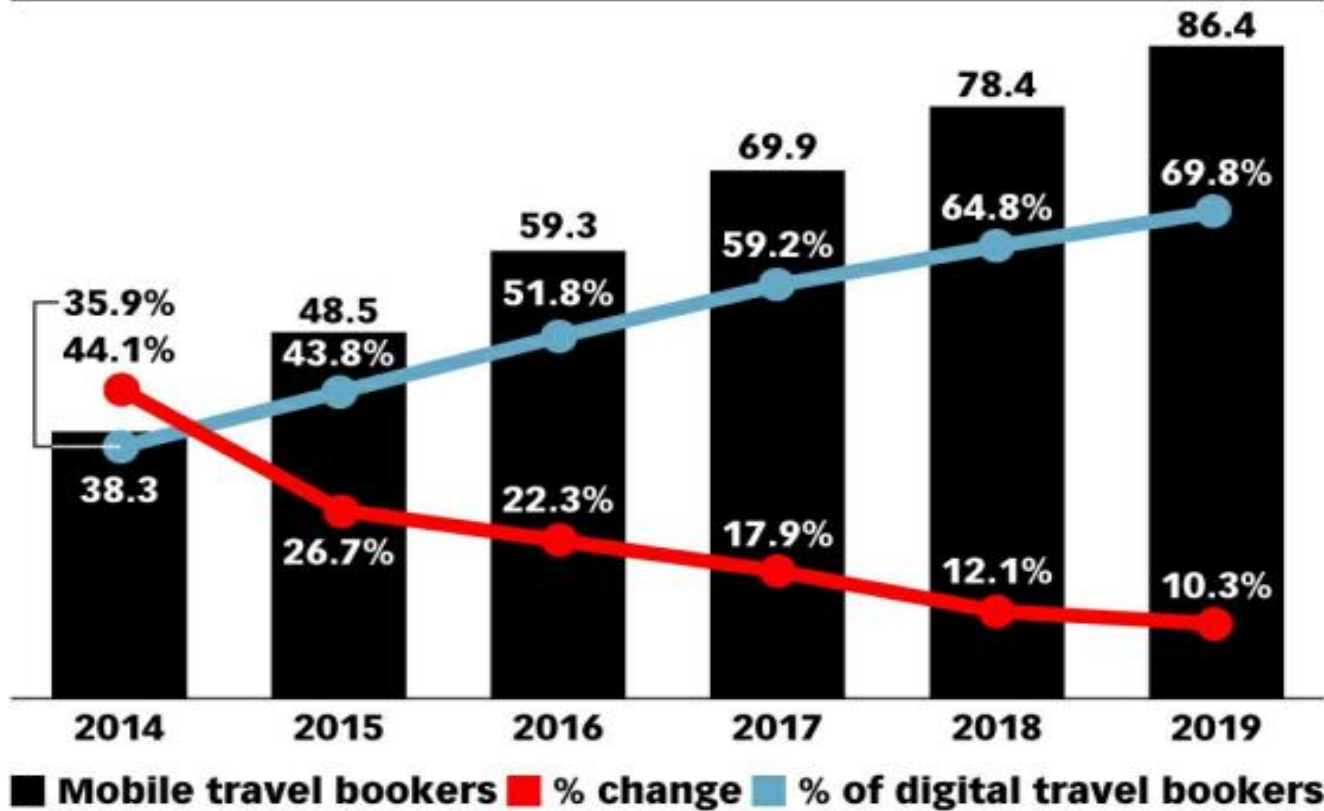
Wearable Technology



Mobile Travel Bookers

US Mobile Travel Bookers, 2014-2019

millions, % change and % of digital travel bookers



Note: ages 18+; mobile device users who have booked travel via mobile device at least once during the calendar year

Source: eMarketer, Nov 2015

Airline Industry



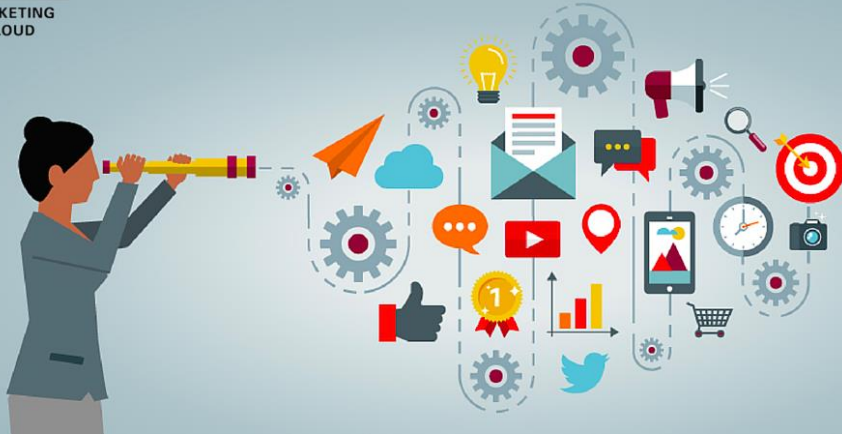
Jet Blue

Take flight.



Jet Blue (Cont.)

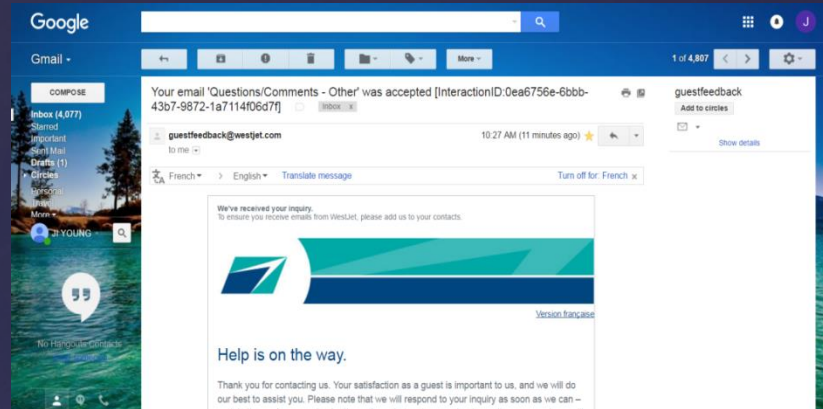
ORACLE
MARKETING
CLOUD



twitter
Marketing



West Jet / Southwest Airlines



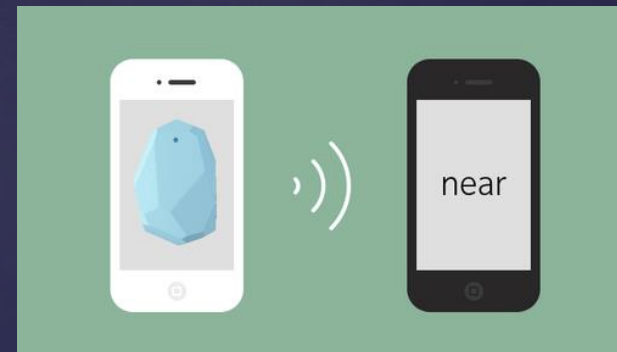
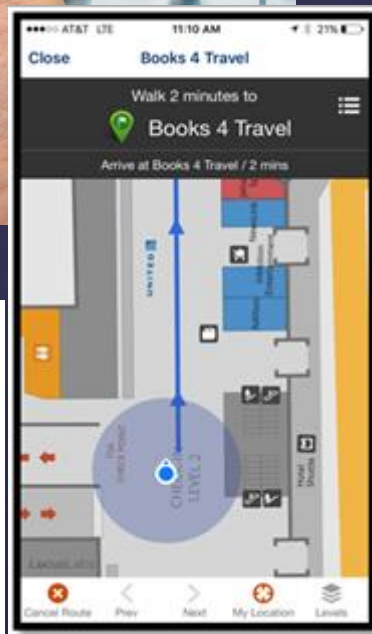
Going above and Beyond



Data Protection and Cyber Security



iBeacon



Let Customer be the marketer



Customer Life Journey



Customer
Experience
Marketing



Excellence in Flight

