

## FAQs Based on MakeMyTrip Campaign Insights

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### General Campaign Strategy FAQs

- 1. What makes MakeMyTrip's campaigns unique?**

MMT's campaigns are designed to address evolving customer needs by blending technology, cultural relevance, and celebrity endorsements. They focus on simplifying travel planning, promoting digital adoption, and building trust.
  - 2. How has MakeMyTrip embraced digital transformation in its campaigns?**

Starting with campaigns like *The Great Indian Getaway* in 2015, MMT has emphasized a mobile-first strategy to encourage app downloads and mobile booking, making travel more accessible to tech-savvy users.
  - 3. Why does MakeMyTrip use celebrities in campaigns?**

By associating with relatable personalities like Alia Bhatt, Ranveer Singh, and Jackie Shroff, MMT connects with younger audiences and builds trust among broader demographics, making online booking appear reliable and convenient.
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### Campaign-Specific FAQs

- 4. What was the significance of the 2015 Great Indian Getaway campaign?**

It was India's first app-only travel sale, aimed at promoting MMT's app as the go-to platform for travel bookings. The campaign's success helped MMT solidify its position as a digital-first travel leader.
- 5. How did the 2016 campaigns with Alia Bhatt and Ranveer Singh change MMT's brand image?**

These campaigns modernized MMT's image by making online hotel bookings appear easy, fun, and trustworthy. They effectively targeted younger, tech-savvy travelers transitioning from traditional offline methods.
- 6. What customer need did the 2017 campaign address?**

The 2017 campaign focused on converting hesitant, first-time online hotel bookers by showcasing the platform's reliability, secure payment options, and verified reviews.
- 7. Why was the 2019 campaign focused on reliability?**

MMT aimed to reinforce its trustworthiness for both business and family travelers, emphasizing consistent quality, seamless experiences, and tailored options for different customer types.
- 8. What was the goal of the 2024 #AsliStar campaign?**

Launched during IPL, the campaign aimed to promote MMT as the true "hero" of travel planning by highlighting homestay options, exclusive deals, and versatile booking choices for all kinds of travelers.

### Reliability and Trust FAQs

**12. How does MMT ensure reliability in its services?**

MMT campaigns consistently highlight verified reviews, secure payment options, and round-the-clock customer support, addressing trust issues and enhancing user confidence.

**13. What initiatives promote customer trust in online bookings?**

From celebrity endorsements to features like reliable reviews and free cancellation policies, MMT ensures users feel secure while making travel plans online.

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## **Technology and Innovation FAQs**

**14. How does MMT leverage technology in campaigns?**

MMT pioneered app-only sales and emphasized mobile-first engagement in campaigns like *The Great Indian Getaway*, encouraging digital adoption among travelers.

**15. Are there app-exclusive offers?**

Yes, several campaigns, including the *Great Indian Getaway*, featured app-only deals to drive downloads and promote mobile booking.

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## **Localized and Festive Campaign FAQs**

**16. How does MMT leverage Indian festivals in its campaigns?**

MMT ties campaigns to culturally significant events like Diwali, Holi, and IPL, offering seasonal discounts and travel packages that align with festive travel trends.

**17. Does MMT promote destinations based on seasons?**

Yes, seasonal campaigns like *Winter Wonderland* or *Summer Escapes* promote destinations suited to the weather, such as snow resorts in winter or hill stations in summer.

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## **Celebrity Campaign FAQs**

**18. Why were Alia Bhatt and Ranveer Singh chosen as ambassadors?**

Their youthful and relatable personas helped modernize MMT's brand and appeal to tech-savvy younger travelers, fostering trust and excitement.

**19. How did the #AsliStar campaign use IPL to its advantage?**

By featuring Jackie Shroff, Shankar Mahadevan, and Prabhu Deva during IPL, MMT connected with cricket fans nationwide and boosted its visibility during a high-viewership period.

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## **Impact of Campaigns FAQs**

**20. How have these campaigns impacted MMT's growth?**

MMT's campaigns have driven app downloads, increased online bookings, and positioned the brand as a trusted and innovative leader in India's travel industry. Each campaign addressed specific customer pain points, further strengthening MMT's market presence.