

easyJet

Rebrand



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Contributors: Michail, Conner, Rokas, Alicia, Ellen, Emma, James, Katie, Luke, Rachel.

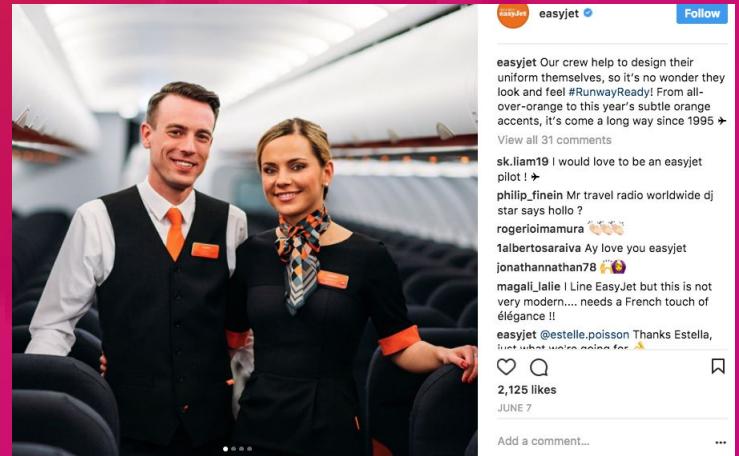


What the brand was?



Holiday orientated

- ▷ Main target audience are families & holiday goers
- ▷ Positive & Friendly environment
- ▷ Cheap last minute bookings





Budget service

- ▷ easyJet prioritises on having low air fares
- ▷ Structural advantages selecting key areas to fly in and out from



Orange theme

- ▷ Orange suggests: Adventure, Enthusiasm, Travel

- ▷ Why is colour such an important aspect of marketing a business?





Happy atmosphere

- ▷ Reflects the business's brand Identity
- ▷ Bright, Friendly, positive
- ▷ Creates a more enjoyable flying experience



Strategy

- ▷ Low air fares, high level of quality
- ▷ Creates a lot of attraction towards a wide variety of people
- ▷ Strategically placing themselves competing with BA and RyanAir





Secondary services

- ▷ easyJet has attempted to expand outside the airport
- ▷ Hotels, Gyms, ect.
- ▷ Why?
- ▷ Comparison to Virgin



easyHotel.com



Our Brief



What are easyJet doing well?

- ▷ Being a budget airline
- ▷ Providing a simplistic easy flight route
- ▷ Maintaining a better level of service than its competitors (RyanAir, Wizz Air)



Improved business option

- ▷ 10 return flights within 6 months
- ▷ Discount on hotels and travel
- ▷ Referral Scheme



Business overhaul

- ▷ Separation of different entities
(business & holiday)
- ▷ Rethinking colour scheme and logo
- ▷ New slogan
- ▷ Merchandise & ads
- ▷ Typography
- ▷ Target group
- ▷ Social media



Improving secondary services

easyGroup

▷ Improving easyJet's image through secondary services

EasyGroup publishes brand guidelines for all Easy companies to follow, together with the company's brand values:

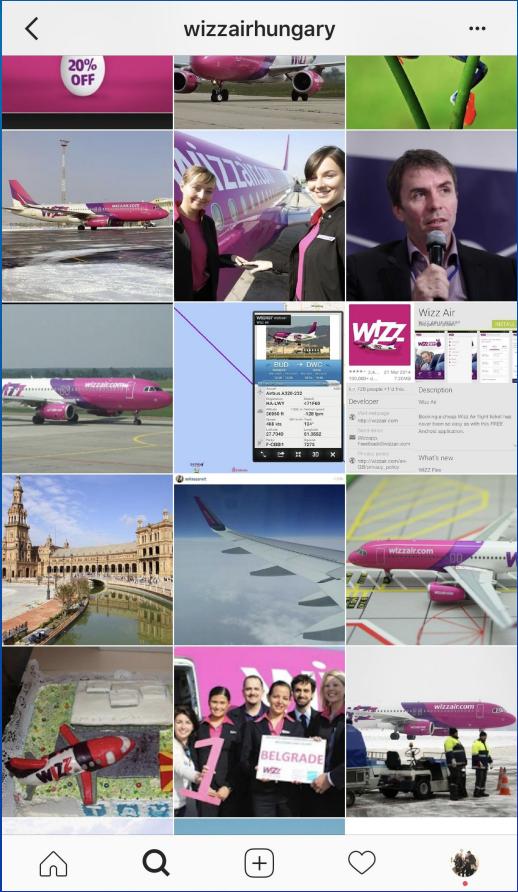
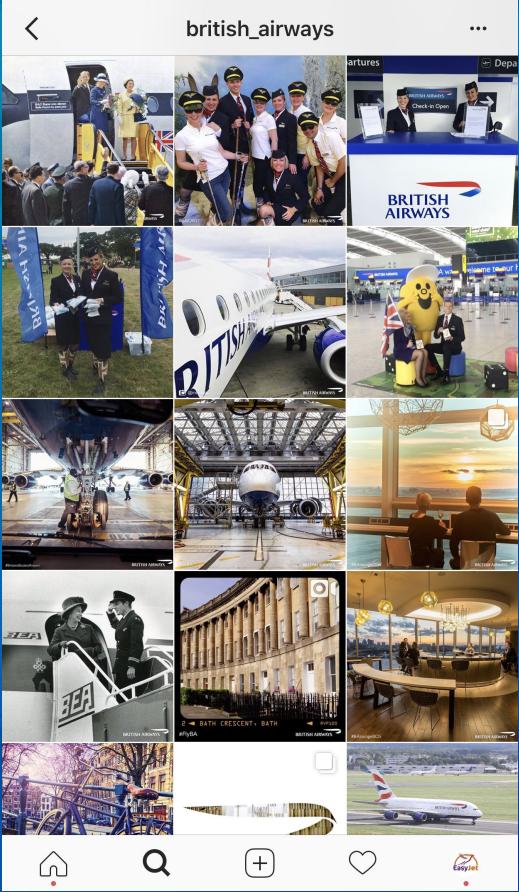
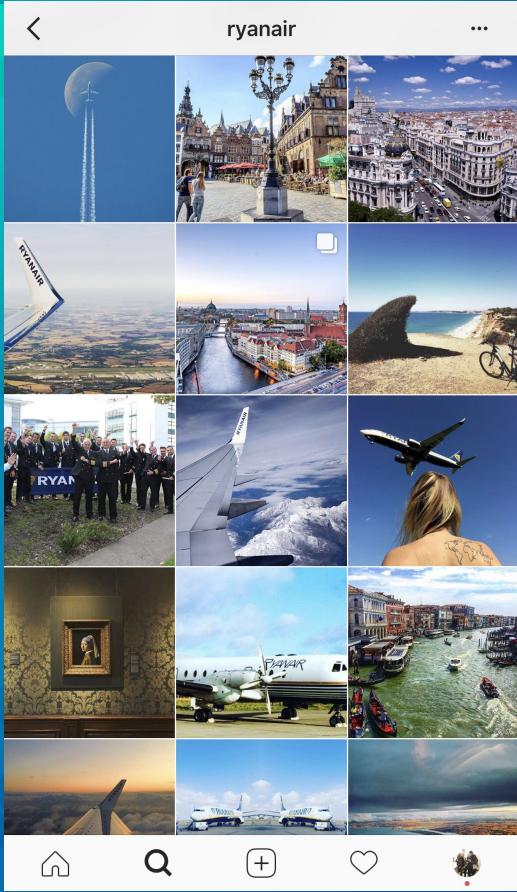
1. great value
2. taking on the big boys
3. for the many not the few
4. relentless innovation
5. keep it simple
6. entrepreneurial
7. making a difference in people's lives
8. honest, open, caring and fun

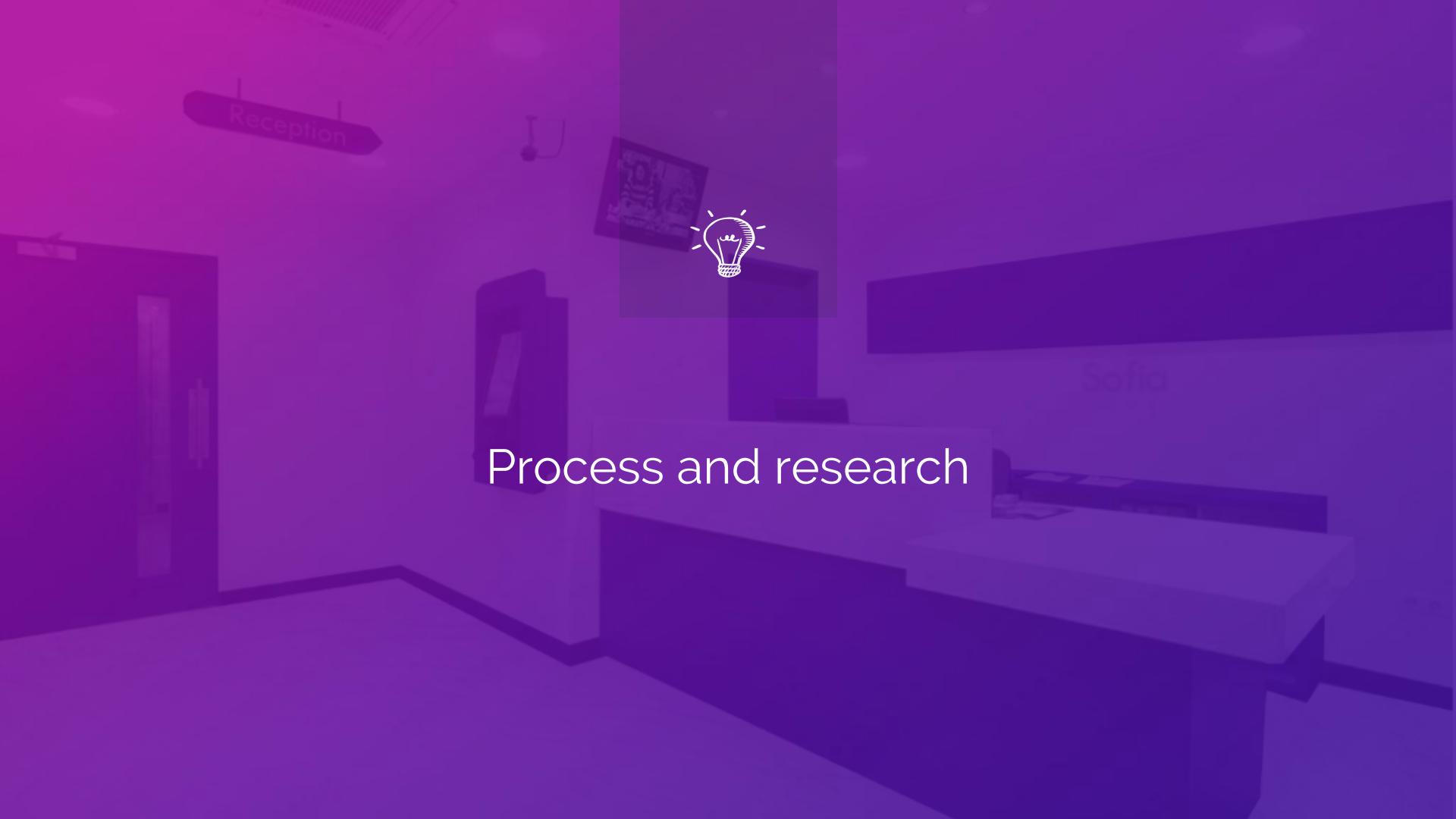
EasyGroup brands

- EasyJet
- Fastjet
- EasyCar
- EasyBus
- EasyPizza
- EasyHotel
- EasyOffice
- EasyProperty
- EasyGym
- EasyFoodstore



Social media





Process and research



Research

- ▷ Market share
- ▷ Holiday vs Business
- ▷ 17% business customers

803
ROUTES

AT 30 SEPTEMBER 2016

**OVER
30**

NEW ROUTES ON SALE FOR
WINTER 2016 WITH MORE
NEW ROUTES ANTICIPATED
FOR SUMMER 2017



OUR PASSENGERS:

48% men ♂

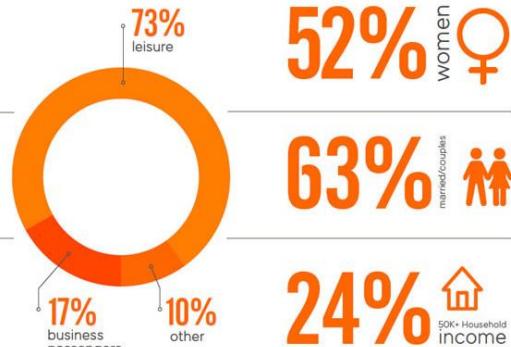
over **70%** ABC1 ⚗

38% Director/
middle manager

52% women ♀

63% married/couples

24% 50k+ Household
income



easyJet monthly traffic statistics for September 2017

Month ending	September 2017	September 2016	Change
Passengers ¹	7,718,714	6,956,654	11.0%
Load Factor ²	93.6%	91.1%	2.5pp
Rolling 12 months ending	September 2017	September 2016	Change
Passengers ¹	80,249,672	73,137,826	9.7%
Load Factor ²	92.6%	91.6%	1.0pp



Research

- ▷ Competitors
- ▷ Logo design (word)
- ▷ Easyjet best among the trio



easyGroup

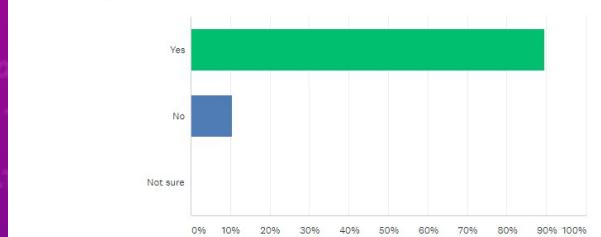




Statistics and questionnaire

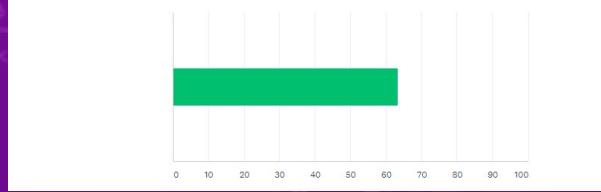
Have you flown with easyJet before?

Answered: 19 Skipped: 1



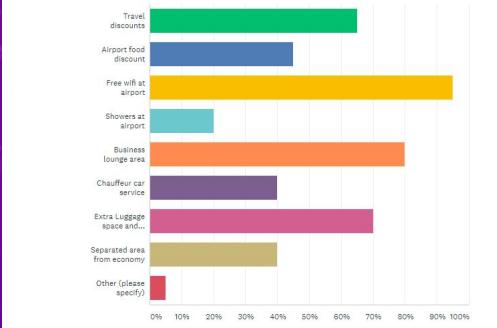
If you said "yes" on the previous question how would you rate easyJet's service in general?

Answered: 18 Skipped: 2



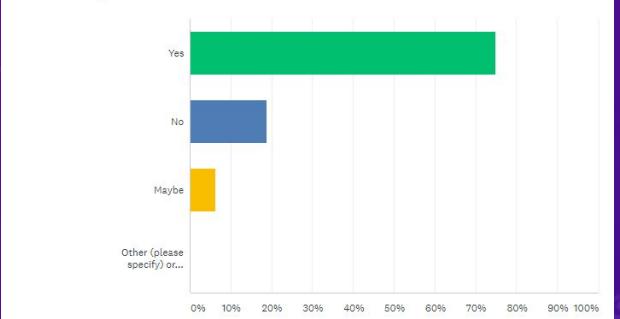
What benefits would you want if you were to fly easyJet business?

Answered: 20 Skipped: 0



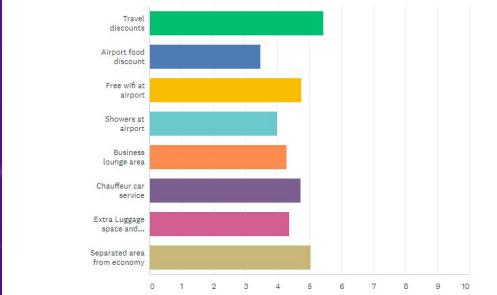
Would you like there to be a traveling packages for freelancers?

Answered: 16 Skipped: 4



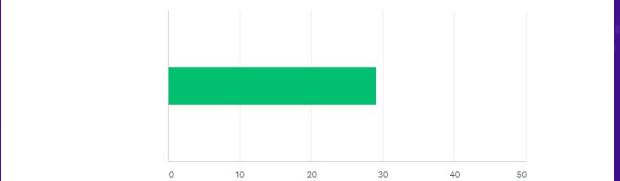
How would you rate those services in order of importance to you?

Answered: 19 Skipped: 1



What do you think of branded merchandise by easyJet if they were to be produced?

Answered: 20 Skipped: 0

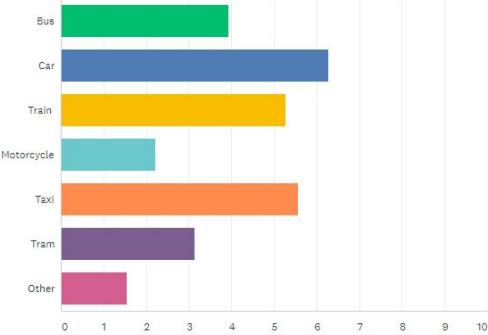




Statistics and questionnaire

What is your preferred method of travel to the airport? (1 being the best)

Answered: 20 Skipped: 0



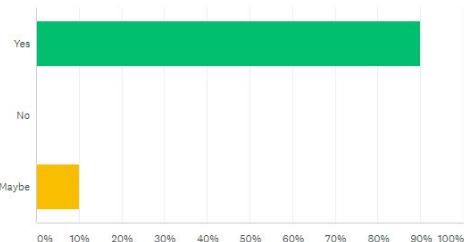
$$B = \begin{pmatrix} 2 & 1 & -1 & 0 \\ 3 & 0 & 1 & 2 \end{pmatrix}$$

$$a^2 = b^2 + c^2 - 2bc\cos A$$

$$\tan \frac{x}{2} = \frac{1 - \cos x}{\sin x} = \frac{\sin x}{1 + \cos x}$$

Would you fly from London City airport if easyJet business was available there?

Answered: 20 Skipped: 0



Is there anything particular you would like easyjet business to offer or could recommend?

Lounge, Separate Checkin and security, dedicated phone number and flexible flights (the latter easyJet already has). As an aside - I fly almost exclusively out of City about 10 times a year. City is too small to handle easyJet's workhorse planes.

A private bar lounge in the airport where it's possible to speak to clients face-to-face or on Skype, have work meetings or just for a glass of wine.

10/14/2017 12:07 PM

[View respondent's ans](#)

Better food and entertainment. Wifi on board the plane.

10/18/2017 10:21 AM

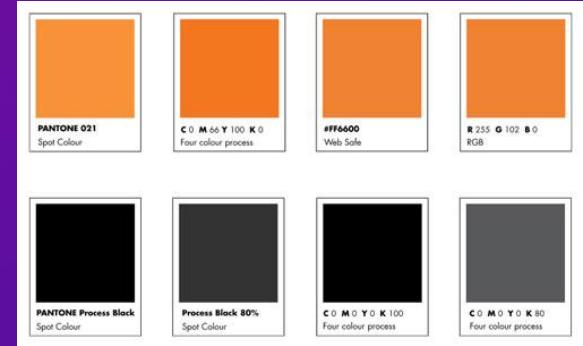
Discounted very last minutes places, when they need to fill up the places, so the plane will not fly with empty seats.

10/14/2017 12:42 PM

💬 Colour theory (why purple?)

What purple represents

Connecting to audience visually



blue	slate	sky	navy
indigo	cobalt	teal	ocean
peacock	azure	cerulean	lapis
spruce	stone	aegean	berry
denim	admiral	sapphire	arctic

Font choice and Logo design

- ▷ Bold
- ▷ Similar to current logo font (cocon)
- ▷ Smooth edges
- ▷ Caviar is complete opposite, creating contrast (sharp)
- Copper black



- 1 EasyJet
- 2 **EasyJet**
- 3 EasyJet
- 4 EasyJet
- 5 **EasyJet**
- 6 **EasyJet**
- 7 EasyJet
- 8 *EasyJet*
- 9 EasyJet
- 10 *EASYJET*
- 11 EasyJet



Logo structure (what we kept and why)

Slogan:

“Make flight easy”

- ▷ Fly better
- ▷ Expand your horizon
- ▷ Spread your wings
- ▷ Experience travel
- ▷ Convenient get-away
- ▷ Fly easy, by easy

- ▷ Mascot/representative





Advertisement & Branding



Flight search results for London to Paris from £36pp*

From: e.g. London Gatwick (LON) To: e.g. Amsterdam

Operating: 00:00-09:00

Return One way

August 17

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

LET'S FLY!





Advertisement & Branding

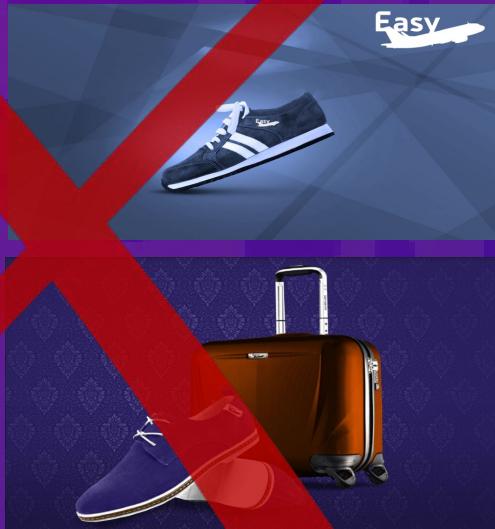
- ▷ Website
- ▷ Plane
- ▷ App
- ▷ Poster, banner
- ▷ Merchandise

The screenshot shows the EasyJet website homepage. At the top, there are links for Hotels, Cars, Business, and Manage Bookings. A banner at the top right says "SUMMER 2018 FLIGHTS HAVE LANDED" and "Flights now available until 2nd September 2018". Below this, there's a flight search interface for a one-way trip from Rotterdam to Amsterdam. To the right, there's a promotional section for "Become a Member of our Business Class!" featuring a suitcase and shoes, with a "Apply now" button. Further down, there are flight options listed: "Honolulu-Honolulu" for \$224.49, "Nice-France-London-Gatwick" for \$224.49, "Prague-Prague-London-Gatwick" for \$224.49, and "Treat-From London-Gatwick" for \$224.49. Below these are sections for "Worldwide" flights to various destinations like Singapore, Los Angeles, New York, Calgary, Toronto, and Vancouver, and for "Travel essentials" like Europcar car rental and Booking.com airport parking. There's also a "Package holidays" section featuring "Autumn city breaks".





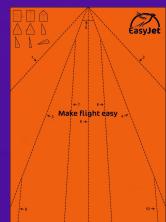
Merchandise





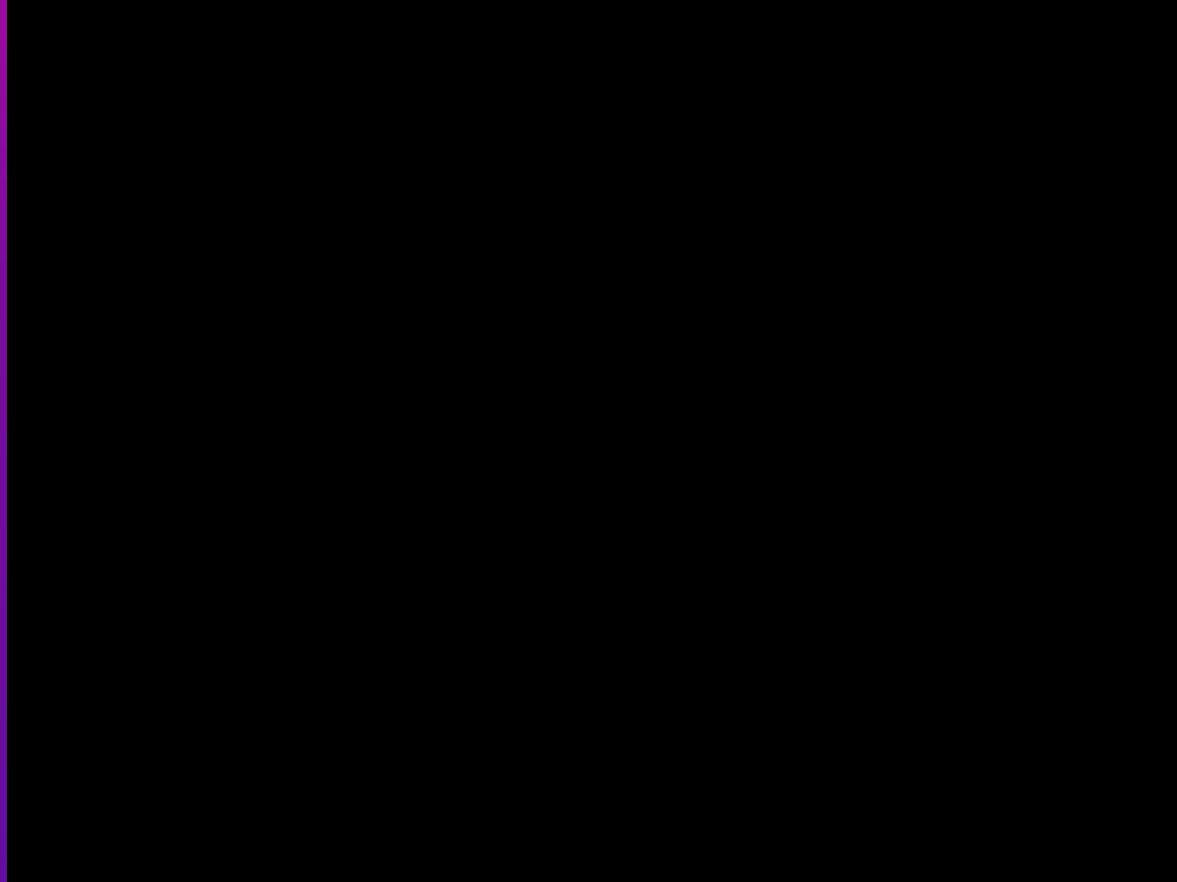
Holiday sector rebranding

- ▷ Our secondary focus was to improve the holiday section
- ▷ We kept the orange as that is what makes it recognisable





Social media





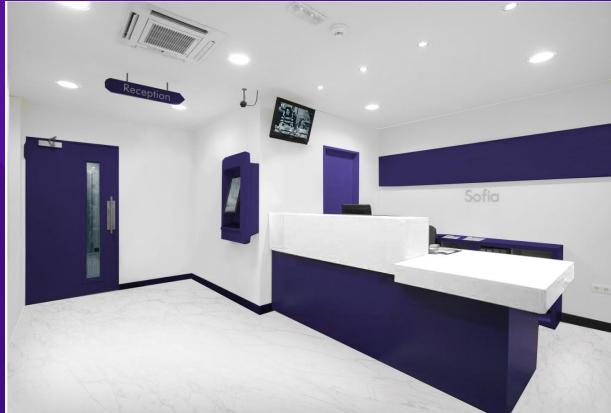
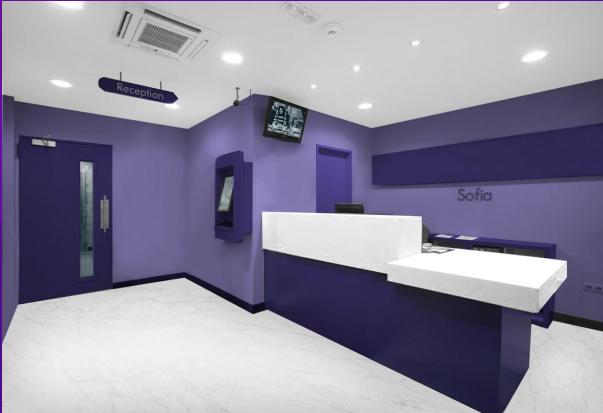
Easy Hotel and Gym





Easy Hotel and Gym

- ▷ Changed the colour scheme of the hotel to appeal more to the business customer
- ▷ The gym was kept the same





- ▷ The orange screams cheap
- ▷ Accessories removed from the walls because they give off a prison cell vibe





Business packages

Standard Package

- ▷ 10 return flights within 6 months
- ▷ Lounge area where applicable
- ▷ Extra luggage
- ▷ Fast track
- ▷ Referral Scheme

Add-ons

- ▷ Discount on hotels, gym and travel (easy)
- ▷ Chauffeurs & rental
- ▷ Airport & on-board wifi
- ▷ Key fob
- ▷ Add extra flights at reduced price
- ▷ Corporate deals



Extra services

Key fob

- ▷ Membership (lifestyle)
- ▷ Airport discounts
- ▷ Private deals if used frequently
- ▷ Faster entry and processing at “easy” service locations (gym, hotels, and car rental)





Creative result



Business user overview



Who is our target audience?

- ▷ Freelancers
- ▷ Corporations
(small / medium businesses)
- ▷ Frequent flyers

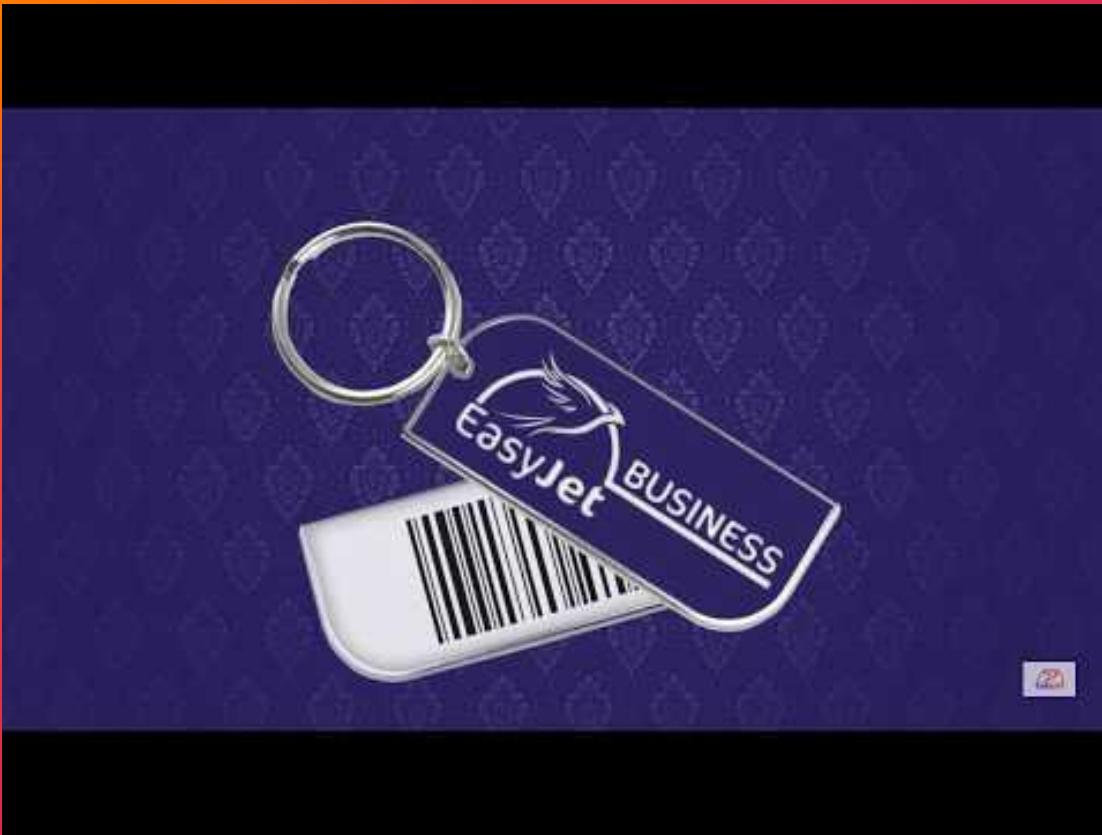
What are they gaining from this?

- ▷ Extra features
- ▷ Discounted flights
- ▷ Access to other facilities
- ▷ Improved overall experience in terms of service



Business Package

- ▷ Our business package can be tailored to each of our customers needs
- ▷ Add-ons and extras are available such as chauffeurs, in flight wifi, ect.



Video

What went well?

- ▷ Thinking up a concept for change (as the brand is doing well on its own)
- ▷ Exploring different ideas and many forms of branding
- ▷ Forming a sense of identity for the business sector in easyJet
- ▷ Exploring possible extra features for both holiday and business

What can be improved?

- ▷ Logo and typography still needs improvement (too cartoony and doesn't work well with coloured backgrounds)
- ▷ Adverts we made (need more polish)
- ▷ Merchandise in hotel side of business
- ▷ Holiday section