



# **VN 2023 BRANDING PLAN**

Feb 2023

# Agenda

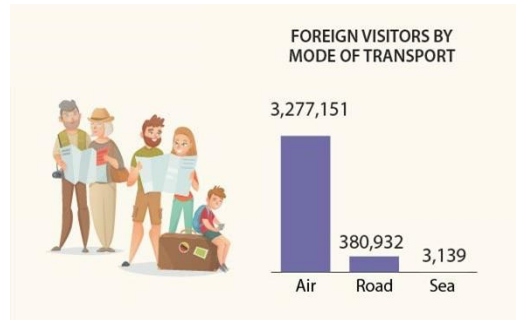
1. Market overview
2. Competitors analysis
3. Business Overview
4. Brand strategy
5. Brand campaigns

# MARKET OVERVIEW

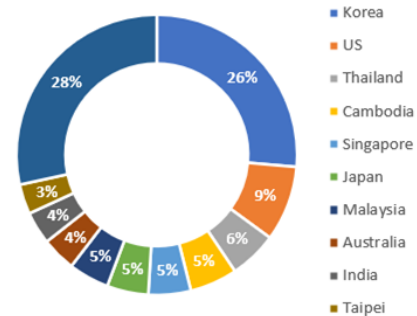
# INTERNATIONAL ARRIVAL 2022



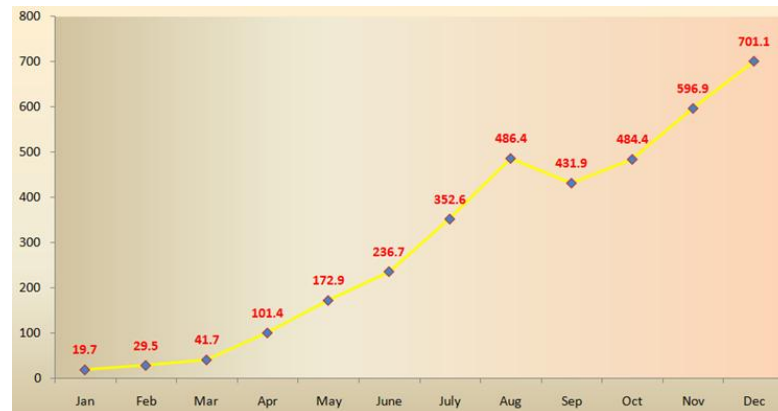
- The number of foreign visitors to Vietnam in 2022 has not recovered vs pre-pandemic (20% vs 2019), mostly from Korea, US & Thailand by air
- Target of 2023 of VN Tourism: 8 mil (218% vs 2022)
- Peak season: Summer (Aug) and Year End (Dec)



## Top tourist source markets for Vietnam in 2022



## International visitors by month in 2022 (thousand arrivals)



Source: [VietnamPlus](#)  
[Môi trường du lịch](#)

# DOM VS INTER TRAVEL DEMAND



5

## Total Travel Demand



## TRAVEL FOR LEISURE

**79%** travelers in VN plans to have at least 01 international trip in 2023

**51%** travelers in Vietnam plans to spend more on travelling

**52%** are likely to book tickets 1-3 months before the trip

## Travel Demand of VN-TH routes

Route ID	Last 84 Days		Last 28 Days			Last 7 Days		
	Queries	YoY	Queries	MoM	YoY	Queries	WoW	YoY
SGN-BKK	30.0K	4592	10.0K	16%	475%	3.00K	-7%	486%
HAN-BKK	30.0K	3050	10.0K	14%	638%	2.00K	-5%	606%
DAD-BKK	8.00K	518	3.00K	15%	1,304%	700	-9%	1,251%
HAN-CNX	5.00K	333	2.00K	13%	1,075%	400	-21%	723%
NHA-BKK	1.00K	78	400	28%	1,054%	100	-28%	1,880%
DAD-CNX	1.00K	22	400	12%	6,450%	90.0	15%	9,000%

- Total travel demand increased 73%, international one increased 295% YOY => the travel demand has potential to grow higher in 2023

## Travel Demand of VN-MY routes

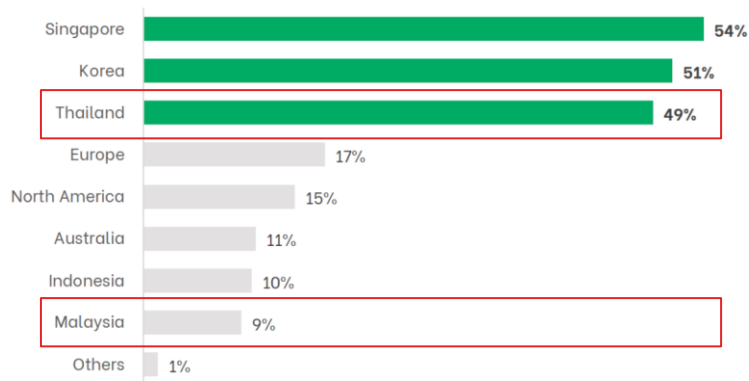
Route ID	Last 84 Days		Last 28 Days			Last 7 Days		
	Queries	YoY	Queries	MoM	YoY	Queries	WoW	YoY
SGN-KUL	8.00K	1739	3.00K	21%	333%	700	-10%	429%
HAN-KUL	6.00K	756	2.00K	25%	693%	500	-7%	557%
SGN-PEN	1.00K	144	500	28%	904%	100	-11%	619%
DAD-KUL	1.00K	58	500	34%	2,045%	100	18%	2,540%

- The **YOY** demand of all **VN-MY, VN-TH routes increased**, because of the border opening



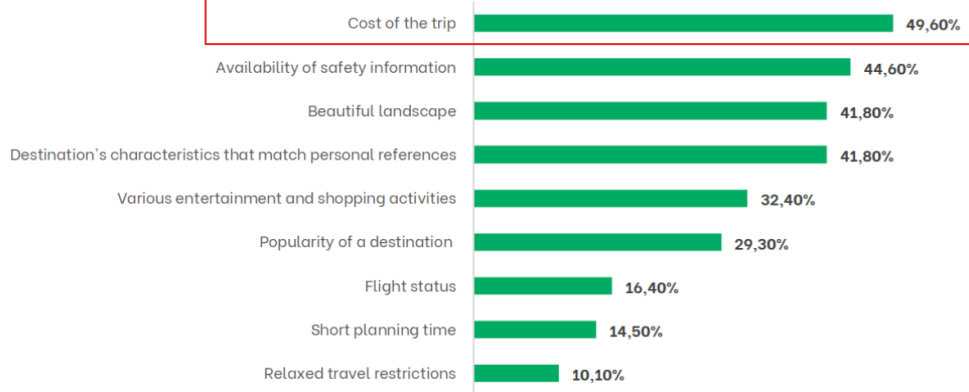
# Travel Insights

## Vietnamese travelers preferred destinations



Source: The report "How Vietnamese travelers are re-connecting with outbound travel?" released in November 2022 by The Outbox Company

## The sensitivity of cost and safety is still at top of the concern when Vietnamese outbound travelers choosing their destination



### BUSTLING SEASON



SUMMER

### TOP FAVORITE ACTIVITIES AT THE DESTINATIONS



Sightseeing



Explore local cuisines



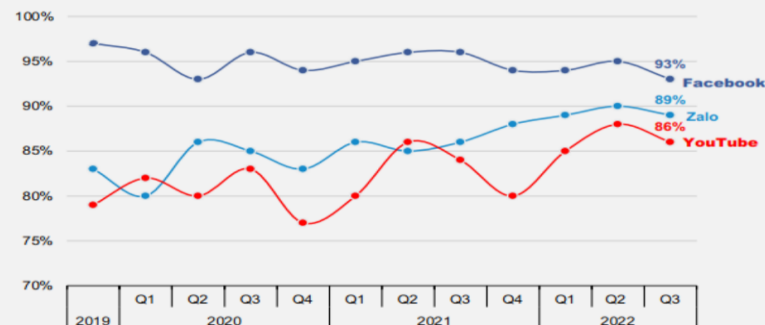
Shopping

### PLANNING & BOOKING HABITS



Plan trip **a month**  
**less in advance**  
& Prefer flexible  
bookings

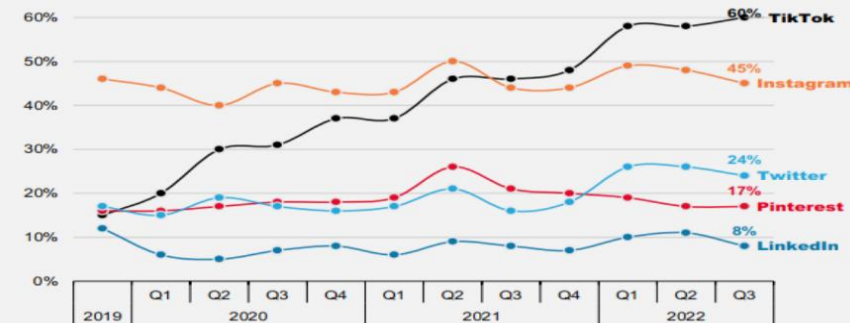
Top 3 social media platforms—Penetration rates (%)



Q: Which of the following social media platforms are you using? (Choose all that apply)

Q3 2022 n=1507

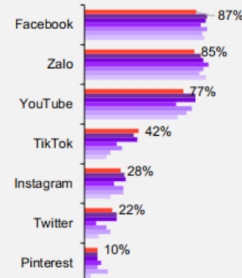
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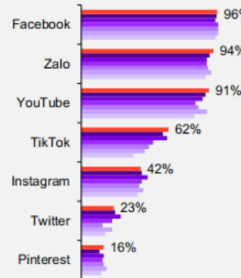
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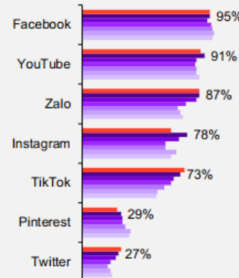
Gen X (43 – 58 y.o)



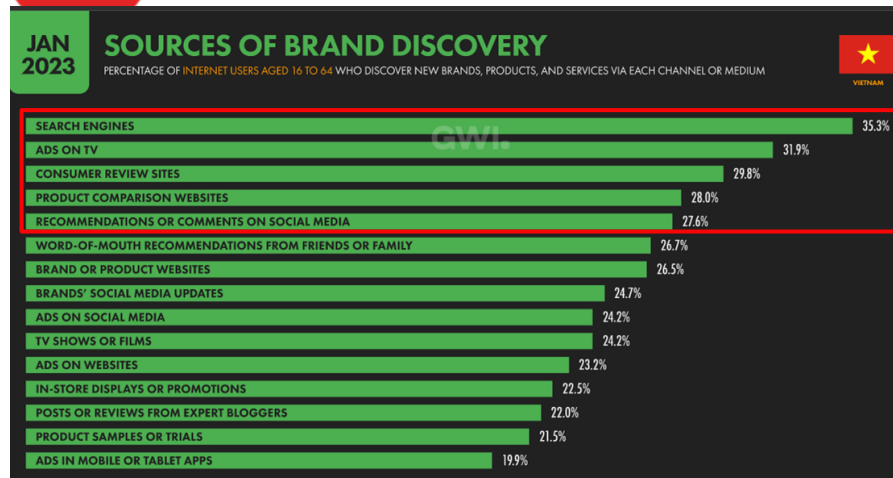
Gen Y (27 – 42 y.o)



Gen Z (14 – 26 y.o)



- Most used social media platforms in VN: FB, Zalo, Youtube, followed by Tiktok & Instagram .
- TikTok was the only major social media platform having usage growth in Q3 2022. This shows the continued expansion of the short-video platform in Vietnam.
- Gen Y & Gen Z tend to use Social media more than Gen X. While Gen Y are more loyal to FB, Youtube, Tiktok



- Search Engines, TV & Consumer Review Sites, Recommendations on Social Media are the top sources consumers use to get to know about brands => To raise awareness of new consumers, we can use those channels



- The social networks, Search Engine, Consumer Review Price Comparison & Product Sites are the ones people use to research more information to understand more about products/services before purchasing => We can raise interest/preference of consumers in those channels



# COMPETITOR ANALYSIS



# TH route landscape

Updated as of 6 Mar, 2023

Airlines	SGN-BKK	HAN-BKK	DAD-BKK	SGN-HKT	HAN-HKT	SGN-CNX	PQC-BKK	HAN-CNX	CXR-DMK	DAD-CNX	Total
Vietjet	28 x weekly	14 x weekly	21 x weekly	7 x weekly	7 x weekly	7 x weekly	4 x weekly (Mon,Wed Fri, Sun)				7 routes 88 x weekly
AirAsia	21 x weekly	14 x weekly	21 x weekly					7 x Weekly (from 26 Mar)	3 x Weekly (from 26 Mar)	7 x Weekly (from 26 Mar)	6 routes 73 x weekly
VNA	21 x weekly	21 x weekly									2 routes 42 x weekly
ThaiSmile	14 x weekly	14 x weekly									2 routes 28 x weekly
Pacific	7 x weekly	7 x weekly									2 routes 14 x weekly
Vietravel	7 x weekly	7 x weekly									2 routes 14 x weekly
Bamboo	7 x weekly	5 x weekly									7 x weekly
Total (weekly)	107	82	42	7	7	7	4	7	3	7	264

# MY routes landscape

Updated as of 9 Feb, 2023





Airlines	SGN-KUL	HAN-KUL	DAD - KUL	SGN/PEN, JHB, OTHER MY
<b>Vietjet</b>	7 x weekly			<b>Monopoly</b>
<b>AirAsia</b>	35 x weekly	14 x weekly (from 26 Mar)	21 x weekly (from 26 Mar)	
<b>VNA</b>	10 x weekly	6 x Weekly		
<b>Batik</b>	7 x weekly	7 x weekly	7 x weekly	
<b>Total (weekly)</b>	<b>59</b>	<b>21</b>	<b>28</b>	



# Competitor landscape


















12

		<i>AirAsia</i>	<i>vietjet Air.com.</i>	<b>BAMBOO</b> AIRWAYS 	 Vietnam Airlines
<b>Network</b>	Thailand	SGN, HAN, DAD, CXR-BKK HAN,DAD-CNX	SGN,HAN,DAD,PQC,DLI - BKK SGN - HKT SGN - CNX	SGN - BKK HAN - BKK	SGN, HAN - BKK
	Malaysia	SGN, HAN, CXR, DLI, PQC- KUL SGN-PEN ; SGN-JHB	SGN - KUL		SGN, HAN -KUL
	Other destinations		Asia (KR, JP, TW, SIN, IN)	Asia (KR, JP, TW, SIN) Europe (UK, DE) AU (SYD, MEL)	Asia (KR, JP, TW, SIN, KH, IN, HK, ID) Europe (UK, FR, DE) US (SFO) AU (SYD, MEL)
<b>Price &amp; Promotion</b>		2nd lowest flight fare, <b>high ancillary price</b> Promo: fixed all-in fare/XX% off	<b>Lowest flight fare</b> , low ancillary price, more frequency Promo: 0 fare, low fare with new routes	Higher price than AA, 20 kg luggage Promo: VIPs offer, bundle package, group & long haul flights	Highest price, 30kg luggage Promo: VIPs, %off

# Competitor landscape







13

				
Target Audience	Young & middle aged customers (20 – 40y.o), Medium & high income	Young customers (20+), Low & medium income	Both young & mature customers (30+ y.o), Medium & High income	Mature & Old people (from 40+ y.o), High income (Trying to get more young customers)
Marketing Activities	<p>2019 </p> <p>2022 </p> <p>Focus more on Online channels - In 2019 backwards, we have done Branding campaign as the World's Best LCC with low fare, excellent service - From 2019 now: we didn't do Branding campaign, just 1 Social campaign in Tet holiday</p>	<p>2016-2017 </p> <p>2022  </p> <p>Big investment in offline &amp; online channels =&gt; TOM low cost airline in VN - When they are first launched: they built the shocked brand image with bikini girls to gain awareness of customers. - Now their image is still active but more proper, still focus on low fare message</p>	<p> </p> <p>Mostly focus on Online MKT channels =&gt; build the friendly, caring brand image through cabin crews' stories &amp; brand character (bamboo animation character) to get closer to customers</p>	<p>2019  </p> <p>2022  </p> <p>Strong offline &amp; online marketing investment (event, OOH, TV, Social content+ ads, KOLs, PR) - From 2019 backwards =&gt; focus more on building premium brand image to target to mature customer segment - From 2022: they try to make their brand younger to aim to young customer segments</p>
Brand Persona	Young, Bold, Smart, Unbelievable, Dare To Dream	Young & Wild, Breaking The Rule, Rebellious, Stimulated, Fare sensitive, Out of control, Shocked	Friendly, Caring, Trustworthy, Soft, Sophisticated, Delicate	Traditional, Professional, Premium, Mature, Gentle, Stable, Trustworthy

# Competitor landscape



14

Segment	Low Cost Carrier		Hybrid	Full Service Carrier
Brand				
Strength	<ul style="list-style-type: none"> <li>- Monopoly network to Penang, Johor Bahru, &amp; 2<sup>nd</sup> cities – Bangkok, KL</li> <li>- <b>No 1 on-time airlines among LCCs</b></li> <li>- Trusted int'l brand, good value perception</li> <li>- <b>Competitive flight fare</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>High network + frequency in domestic &amp; Asian flights</b></li> <li>- <b>TOM LCC brand in VN market</b></li> <li>- Good network of ATSC &amp; local hotline for customer service</li> <li>- Active marketing activities in online + offline channels with high budget</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Hybrid airlines with competitive price</b> with ancillary included</li> <li>- <b>Good service</b></li> <li>- Local hotline for customer service</li> <li>- <b>No 1 OTP among domestic routes</b></li> </ul>	<ul style="list-style-type: none"> <li>- High network in domestic &amp; Asian flights</li> <li>- <b>National FSC brand</b> with good reputation &amp; big customer data base</li> <li>- Good relationship with corporates, state-owned organizations</li> <li>- Good network of ATSC &amp; local hotline for customer service</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>- <b>Fewer international network</b> than local airlines</li> <li>- <b>Weak brand awareness, trials compared</b> with local airlines</li> <li>- <b>High ancillary fare vs VJ</b></li> <li>- Customer service not available in Vietnamese, AVA not function perfectly</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Bad reputation about flight delays</b></li> </ul>	<ul style="list-style-type: none"> <li>- New comer with lower brand awareness than VJ &amp; Vietnam Airlines</li> <li>- Fewer network to SEA than VJ &amp; Vietnam Airlines</li> </ul>	<ul style="list-style-type: none"> <li>- High price which is only suitable with high income consumers &amp; corporate customers</li> </ul>

# BUSINESS OVERVIEW

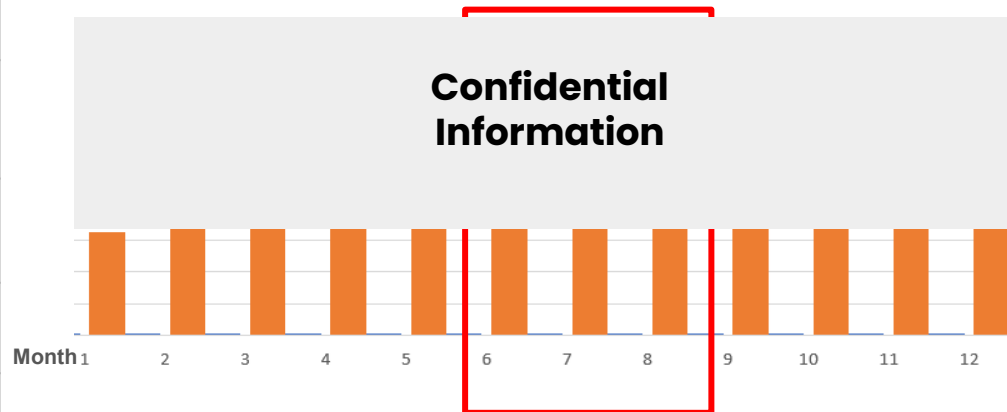
# VN Summary Performance



16

	1 Jan – 28 Feb'19	1 Jan – 28 Feb'23
Capacity	<b>Confidential Information</b>	
SS (VN POS)		
SS contribution by POS		
Rev (VN POS) (USD)		
Pax Flown (VN POS)		
Pax by Nat (VN POS)		
LF		
NDO <30		

**Pax Flown Trend 2019 – VN POS**



- Capacity of 2023 decreased vs 2019 by 1.5%, but the Pax Flown decreased by 13% => Our load factor decreased more than capacity
- Contribution of VN POS & Online channel in SS decreased after we haven't done any branding campaign after 3 years
- The month with highest pax flown of the year is June, July, Aug => With NDO of 1 month: branding campaign should run on End May to push the sales/pax flown for summer season



# — Target Business Performance



17

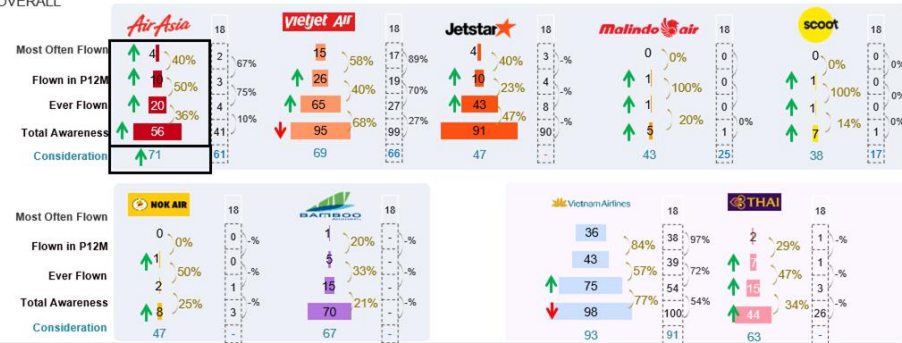
	1 June – 31 Aug '19 (Actual)	1 June – 31 Aug'23 (Target)
Capacity	<b>Confidential Information</b>	
SS (VN POS)		
SS Revenue (VN POS) (USD)		
LF		

# VN Brand Performance (BHT 2019)



18

Brand awareness/usage Funnel  
OVERALL



- In overall airline brands, we're not in top of mind, behind local airlines
- Among international airline brands, we're top 1 thanks to branding campaigns we have done in the past 5 years however from awareness to trial, conversion is still low due to limitation of route, no domestic network

We have strengthened across reputation – now owning trust




VietJet stature rides on its strength of ops & conv.... For us strengthening this area is key: offline booking support, local language, FFP, ease of booking, customer service, food – areas to choose from to grow next

## 2019 BRAND IMAGERY

	AirAsia	VietJet Air	Jetstar	Malindo Air	Scoot	NOK AIR	Vietnam Airlines	THAI	Garuda
<b>Reputation</b>									
A leader in the airline industry	40	34	21	32	12	10	81	33	22
Well established brand	44	47	34	25	17	12	87	46	36
Gives me a sense of pride	32	41	26	14	7	4	88	27	17
Recognized with awards in the airline industry	23	46	30	32	14	16	84	40	32
Is a trustworthy brand	53	54	42	43	26	27	88	54	27
Gives me a sense of belonging	34	52	34	25	12	20	81	28	19
A national airline (i.e a carrier from Vietnam)	22	26	66	44	11	7	10	91	12
Is an international brand	67	33	31	36	38	29	67	61	54
High standards of safety	48	46	34	32	24	37	88	44	35
A brand that always comes up with new things	45	52	34	21	26	15	72	30	25
Convenient offline channels to book buy tickets*	47	67	50	25	24	29	78	32	24
Hassle free check-in process	44	52	40	30	21	33	80	31	25
Have offline agents selling tickets near my house or office	33	62	45	11	12	8	78	24	17
Provides services in local language	46	63	44	25	14	29	84	30	28
Convenient online channels to book buy tickets*	51	60	55	30	30	33	82	40	34
Has a good frequent flyer program	36	50	38	18	12	16	79	25	19
Online booking site is easy to use	49	64	50	38	29	24	82	38	34
Ticketing office is available in many locations	40	71	55	18	12	10	87	29	19
Get good customer service from the airline after booking the tickets	41	52	37	18	10	22	79	30	24
Flights are at convenient times	48	53	38	21	21	29	85	38	26
Has convenient payment methods	53	66	58	43	48	51	86	47	39
Departs and arrives on time/ No delays	40	29	21	21	17	20	84	38	27
Excellent in-flight food options	38	32	22	36	10	20	77	42	25
Helpful and caring cabin crew	52	66	38	21	21	36	83	42	30
Wide network/ many destinations	50	53	41	18	26	18	88	40	30
Warm and friendly	47	51	40	25	33	33	81	42	32
Unique and different from other airlines	40	44	27	21	29	27	70	39	21
A brand that inspires others	45	52	34	20	21	20	78	34	19
Treats people well whichever class of travel	43	53	39	36	26	27	81	39	33
Fun to fly with	40	45	31	29	17	33	81	38	21
Is a people's airline	46	63	46	25	21	16	82	34	27
Offers the best fares	45	50	50	11	29	36	55	25	19
Is good value for money	44	57	37	29	31	31	85	46	28
	Base	337	557	531	28	42	49	576	259
								182	411

- In term of brand imagery, we're well perceived as the a **trustworthy brand, international brand, on time performance** among LCC however lack of sense belonging
- VJ is better in customer's perception than us about "sense of belonging, VN's airline, ease of booking, local language, customer service and offer the best fare

# Customers' Consideration Factor

Top 10 of consideration factor	
Best promotions/ Deals 	40.6%
Has the best flight fares 	39.3%
Airlines' punctuality / No delays 	30.1%
Best timing for flight schedule	26.0%
Airline have a flight to the destination I wished to go	23.7%
I trust the airline	15.5%
Has good standards of safety	11.9%
The airline which I'm familiar with	9.1%
Has comfortable seats	9.1%
Satisfied with check-in process and boarding process	9.1%
Convenient channels to book/ buy tickets	8.2%
Good in-flight hygiene (no strange smell, clean and well managed assets...)	7.8%

Align with behavior, most of users consider choosing flight from best promotion and price. 'Airlines' punctuality / No delays' is also top main factor for users as well.

- ✓ Best Promotion
- ✓ Best Price
- ✓ Punctuality

## Top Performers in Asia Pacific

	On-Time Ranking	Total Flights	On-Time Arrival	Tracked Flights	Summary of Top Performers
Thai AirAsia (FD)	1	66,043	91.56%	98.77%	Total Flights <b>1,501,885</b>
ANA (NH)	2	162,370	88.61%	99.98%	
JAL (JL)	3	165,981	88.00%	99.92%	
Juneyao Airlines (HO)	4	88,115	86.65%	97.53%	Total Tracked Flight <b>98.20%</b>
IndiGo (6E)	5	561,864	84.11%	98.85%	
AirAsia India (I5)	6	60,882	83.70%	94.19%	
Air New Zealand (NZ)	7	156,591	81.29%	99.19%	Total On-Time Arrival <b>84.57%</b>
Malaysia Airlines (MH)	8	95,962	80.99%	97.04%	
Vistara (UK)	9	87,901	80.98%	99.74%	
Peach Aviation (MM)	10	56,176	79.81%	96.80%	

**AirAsia is the No1 OTP airline in Asia Pacific**

# COMPETITIVE ADVANTAGES



21

Triggers	LCC	2018	AirAsia	2018		LCC trigger	AA Trigger
						2019	2019
Low fares/promos	91	92	66 ▼	81	Offer low fares	75	32
LCC perception	64	67	90 ▲	75	Best promotions/ Deals	45	24
Booking related	41	32	20 ▼	13	Has good standards of safety	23	34
Schedule/ OTP	36	28	46	50	Flying with Budget airlines/LCC give you value for money	18	32
Recommendation**	33	37	20	31	Convenient channels to book/ buy tickets	32	17
Destinations*	18	21	20	19	Convenient to change flight booking details	15	5
In-flight	17	16	39 ▲	50	Have convenient flight schedule/Timetable	28	32
On-ground***	14	16	20	0	Departs and arrives on time (OTP)	17	27
Frequent flyer program	10 ▼	36	24 ▲	0	Has Friends/ family recommended	33	20
					Flies to destinations of my interest	18	20
					Has comfortable seats	11	29
					Good quality in-flight meals	9	19
					Satisfied with check-in process and boarding process	14	20
					Has a good frequent flyer program	10	24

Lê Ngọc Sơn is 🤔 feeling drained with Nguyễn Minh Quân at Hãng Hàng Không ...  
VietJet Air  
June 4 at 6:38 AM · Ho Chi Minh City · 🌐

Cái tên mang nỗi sợ hãi và ngàn năm khi nghe đến "Vietjet Air" là hãng hàng không đối với mình.  
Bắt đầu đi vì mình có việc đi trễ và không còn chuyển của những hãng khác nên phải book và vào 10h tối và mình phải bắt đầu làm vào 7h sáng hôm sau tại Hội An, vậy mà delay đến tận 4h sáng, không một lời xin lỗi, không 1 câu trả lời nào mới được bay, phải đợi nhân viên coc cần và rất nhiều chuyện mang tên "Vietjet Air" đồng loạt delay đến sáng.  
Ai cũng có công vi... See more



👍 1.6K

139 Comments 23 Shares

## Trigger:

OTP performance  
Inflight experience



## Dragger:

Familiarity  
Network  
Distribution



## Opportunity:

Vietjet is given bad reputation on OTP which is called "delay airline"



## Competitive advantages

OTP performance &  
Inflight service



# Issues & Opportunities

## Issues

- **Tough competition** especially with FD routes. VJ is the TOM brand in customer's perception offering low fares, more routes + lower baggage fee.
- **Our network is behind local airlines.** Especially, local airlines are very aggressive in inter route expansion with competitive fare to high demand destinations ie. Singapore, S.Korea, Japan that switch traveler's intention from TH and MY
- **High ancillary price** compared with competitors, difficult to contact Customer Service
- **Our brand awareness, trials is still quite low** => Need differentiate us among them with clear competitive advantages
- Competitors have many marketing activities & clear personality which have made long-lasting brand love in customers

## Opportunities

- Our direct competitor **VJ has significant bad reputation about delayed flight, meanwhile** "On-time Performance" is our strength and can be made as an attribute to be competitive advantage to enhance brand preference

# BRAND STRATEGY

# BRAND STRATEGY



At AirAsia – The World's Best LCC, we strive to connect travellers to the possibility of making dreams come true by offering safe flights with low fares yet on time and international quality services.

**Brand essence**

**People's  
airline**

**Brand persona**

**Bold, Young,  
Dare to Dream**

**Emotional benefits**

**Safe, trustworthy, caring**

**Functional benefits**

**Safety, On time, Value for money**

**Features & Attributes**

**Safety, Ontime, low fares,  
international quality services**



# BRAND BUILDING ROADMAP



Focus on building a "Wide network" airline through a Thematic TVC campaign



Built brand salience "The world's best LCC 9 years in a row", highlighted on safety, service



Communicate 2 USPs of AirAsia: "network", "trusted international airlines" with 10 years Skytrax award



As World's Champion of LCC 11 years in a row, AirAsia keeps maintaining habits to ensure "ontime", "safety", "passionate service" with "super low fares"

"We'll Take You There"

"Not Just A Low Cost Airline, We're AirAsia"

"Fly More, Experience More"

"Excellent Services, Super Low Fares"

2016

2017

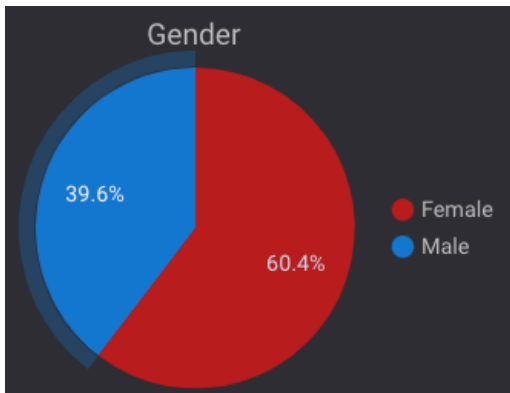
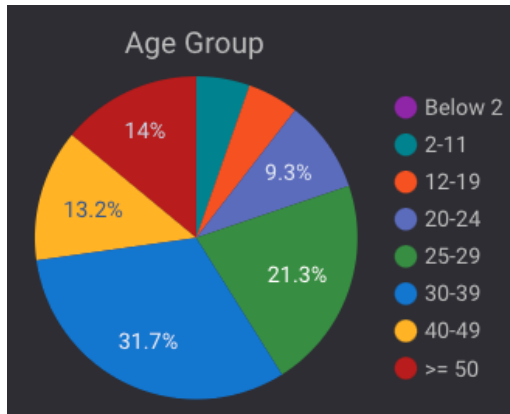
2018

2019





# Target Audiences



Source: VN Demographic Jan - 26 Mar'23

## Demographics

- Age: 20 - 40 yrs old, key target: 20 - 29YO
- F & M
- SEC: ABC
- Living in HAN, SGN, DAD, CXR, PQC, DLI

## Personality

- Internet and social media frequently used
- Energetic, love traveling, smart, like to explore new things.
- Traveling is their hobby
- Good at Eng, confidently traveling overseas

## Travelling Behaviour

- Travelling style: FIT
- Interested in international traveling
- Purchase channels: online via travel platforms, airline website...
- Travelling in couples, groups of friends and with family

# COMPETITIVE ADVANTAGES



27

Triggers	LCC		AirAsia			LCC trigger	AA Trigger	
	2018		2018			2019	2019	
Low fares/promos	91	92	66	▼	81	Offer low fares	75	32
LCC perception	64	67	90	▲	75	Best promotions/ Deals	45	24
						Has good standards of safety	23	34
Booking related	41	32	20	▼	13	Flying with Budget airlines/LCC give you value for money	18	32
						Convenient channels to book/ buy tickets	32	17
Schedule/ OTP	36	28	46		50	Convenient to change flight booking details	15	5
						Have convenient flight schedule/Timetable	28	32
Recommendation**	33	37	20		31	Departs and arrives on time (OTP)	17	27
						Has Friends/ family recommended	33	20
Destinations*	18	21	20		19	Flies to destinations of my interest	18	20
In-flight	17	16	39	▲	50	Has comfortable seats	11	29
						Good quality in-flight meals	9	19
On-ground***	14	16	20		0	Satisfied with check-in process and boarding process	14	20
Frequent flyer program	10▼	36	24	▲	0	Has a good frequent flyer program	10	24

Lê Ngọc Sơn is feeling drained with Nguyễn Minh Quân at Hàng Hàng Không ...  
VietJet Air  
June 4 at 6:58 AM · Ho Chi Minh City ·  
Cái tên mang nỗi sợ hãi và ngàn năm khi nghe đến "Vietjet Air" là hãng hàng không đối với mình.  
Bất đắc dĩ vì mình có việc đi trễ và không còn chuyến của những hãng khác nên phải book vé vào 10h tối và mình phải bắt đầu làm vào 7h sáng hôm sau tại Hội An. Vé mà delay đến tận 4h sáng không mất tí tiền tí, không 1 câu trả lời nào mới được bay, thái độ nhân viên cực cần và rất nhiều chuyến bay mang tên "Vietjet Air" đồng loạt delay đến sáng.  
Ai cũng có công vi... See more



1.6K

139 Comments 23 Shares

## Trigger:

OTP performance  
Inflight experience



## Dragger:

Familiarity  
Network  
Distribution



## Opportunity:

Vietjet is given bad reputation on OTP which is called "delay airline"



## Competitive advantages

OTP performance &  
Inflight service

# 2023 VIETNAM BRAND CAMPAIGNS



- **Increase brand awareness and trials** of AirAsia among Vietnamese consumers: Awareness from 56% to 70%, ever-flown from 20% to 25% (compare to BHT2020)
- Build the difference of AirAsia from Vietjet or other LCCs as the **“On Time” and “Valuable For Money” International Standard Airline**
- Strengthen positioning **“the World’s Best LCC, the leader in the industry”**
- Drive paxflown & seatsold for 2H Y2023



# INSIGHT AND BIG IDEA

## THE TRUTH

I have booked flights with VJ and got delayed flights many times, I was disappointed, annoyed & tired of the VJ's bad service. But I cannot do anything about it, **I have to accept this bad experience because I can't pay for expensive tickets** from FSC airlines.

## INSIGHT

Just because I have less budget, I have less choice. I wish to fly on time and good service, the spirit is willing, but the flesh is weak.  
**Fly low cost means low quality.**

## BIG IDEA

**YOU DESERVE THE BEST**

Don't compromise yourself that you have little money to accept poor quality service. Because you work so hard and save for your trip then every penny counts. You deserve a service worths your time and money.

With us, **everyone deserve the best (ON-TIME AND SERVICE) because we respect your trust.**

**Fly On Time  
with  
The World's  
Best LCC**



Quốc Bình • December 22, 2019 •  
Lần đầu bức xúc với Vietjet delay. Mình thường chọn Vietjet vì giá rẻ và có chuyến bay muốn nhất để mình có thể về nhà vào lúc trưa và ngủ ngon lành thay vì phải dậy sớm để ra sân bay. Chính vì đi Vietjet nên mình luôn chuẩn bị tâm lý sẽ bị delay và thực sự cũng nhiều lần bị nhưng vẫn chấp nhận và thông cảm vì việc trễ delay chuyến là điều khó tránh. Nhưng hôm nay thì thực sự bức xúc khi chuyến bay từ HN về TP HCM theo lịch trình là 22g40 nhưng đã thông báo trước 2 ngày bay là thay đổi đến 23g15. Khoảng 20g thì mình nhận thông báo một chuyến bay sẽ cất cánh vào lúc 1 giờ sáng. 23g ra sân làm thủ tục cứ nghĩ rằng sẽ được bay lúc 1g ai dè ngồi đợi đến 0g30 nhận được thông báo delay đến 1g30. Qua 1g30 tiếp tục thông báo " vì lý do khai thác chuyến bay sẽ khởi hành lúc 2g15". Trời đất. hay là do hành khách ít quá nên cho đợi đến sáng luôn rồi bay vào 5g để có máy bay cho chuyến sớm ở trong đó không? Cả cái sân chờ đêm chưa được tới 50 khách nữa. Dù có phục vụ ăn uống gì đi nữa thì vẫn quá tệ vì một đêm thức trắng bởi Vietjet.



DQ Chi  
Tiền nào của đó đi VJ ai cũng biết sẽ bị delay, mình nghĩ khi đã chấp nhận mua VJ thì phải chịu thôi!



## BRAND ROLE

**AirAsia – the World's Best LCC – offers on-time, international standard service with lowest fare.**



# CAMPAIGN DIRECTION

## KEY MESSAGE

Fly On  
Time with  
The  
World's  
Best LCC



RTBs



## BIG IDEA

YOU DESERVE  
THE BEST

### Thematic Campaign

YOU DESERVE THE BEST

Don't compromise yourself that you have little money to accept poor quality service. Because you work so hard for savings on your trip then every penny counts.

You deserve a service worth your time and money.

With us, **everyone deserve the best (ON-TIME AND SERVICE) because we respect your trust.**

### Summer

YOU DESERVE A SUMMER VACATION

It's the best time to travel then it's time to reward yourself.

AirAsia - The World's Best LCC offers the lowest fare with on time flights for your best summer vacation because you deserve it!

### Tet

ENJOY TET TO THE FULLEST

No matter where you are as long as you're with family this Tet, don't waste any moment to enjoy Tet to the fullest.

# THEMATIC CAMPAIGN





# Thematic Campaign Plan

## Key Message

**YOU DESERVE THE BEST**  
**Fly On Time with The World's Best LCC**

## Timeline

Thematic Campaign: Jun – Jul

Skytrax Award Winning: Aug

## Communication channels

iTVC: Youtube, FB,  
Tiktok

KV + tag on  
weekly promo:  
FB, affiliate,  
Programmatic

- PR: Press release
- KOL's review at AirAsia's workplace - redQ

Engagement: KOLs/ social media  
campaign

## Budget

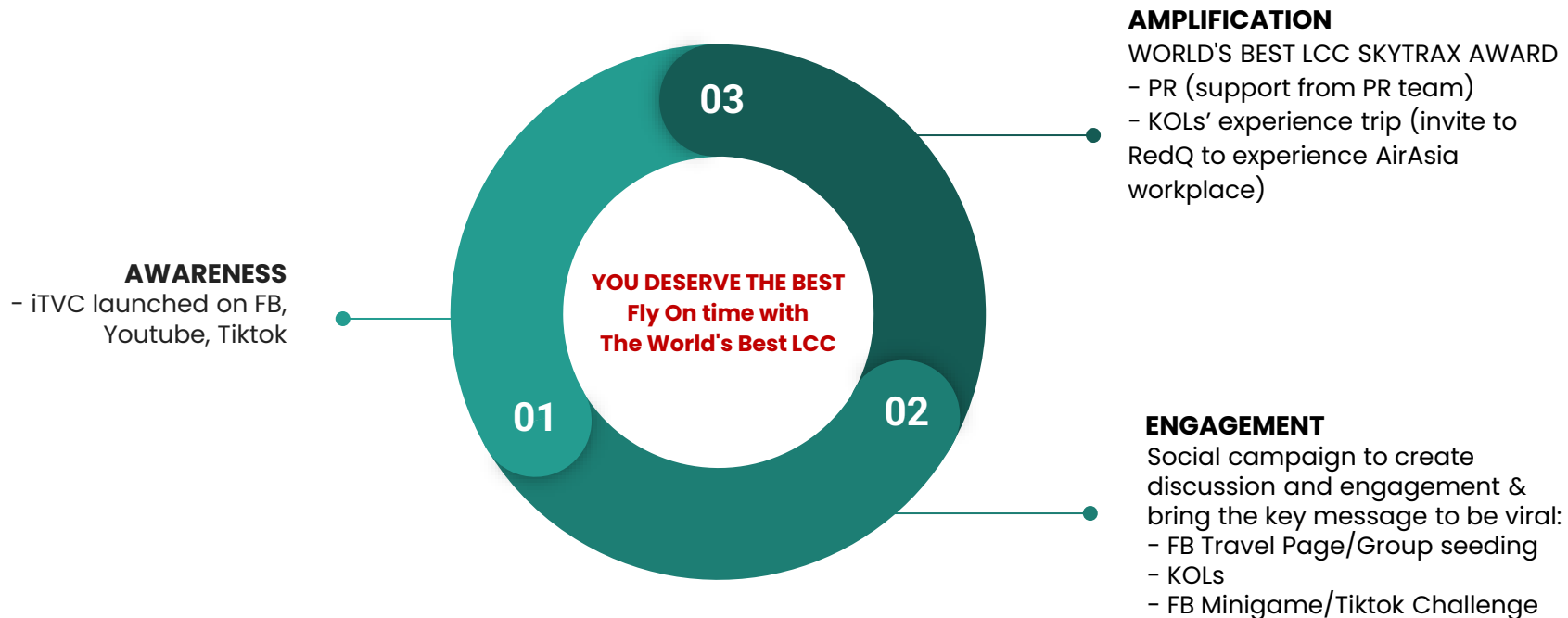
USD 237,000

USD 36,500

# Thematic Campaign Plan



35





- Duration: 60s and cut version 30s , 15s (can be in series with many episodes)
- Mood & Tone: Fun, Relevant, Insightful, Smart, Unique, Young & Bold, Positive, Travel Vibe
- Key points to be delivered: pick out the insightful problems that customers meet in real life with delayed and bad service flights then leverage brand role and deliver key message in fun & smart way



[NEW FIAT 500S](#)



[SK Smart Home ad funny tvc](#)

# — Mood & Tone



37





## Inspirational & Social content

- Travel bucket list by your occupation
  - Comparison of the cheap things (a Tshirt, 10 cups of bubble tea...) vs AirAsia flight -> Flying to your destination is lower than you think
  - When you're still young, will you miss amazing experience because you wait to be rich to travel?
  - Delay mocking series to emphasize OTP to leverage AirAsia's USP
    - + Is delay is your destiny?
    - + Delay consequences (losing the job, miss your meeting, damage travel mood, miss your train at destination, arrive at midnight...)
- 
- **Formats**
    - Photo album/ Animation/ Meme/ Infographic

## Branding content

- AirAsia offers the ontime flights with high-quality service with low fare, which you deserve to get. We value everyone's money, no matter how much it is.
- KOLs experience trip in Red Q Series of Allstars' a day of work in different divisions to deliver the best services, OTP with low fare



## Destination content

- Itinerary to travel to Thailand, Indonesia & Malaysia
- Must see/ eat/ shop/ experience
- "YOU DESERVE THE BEST..." series:
  - + ....View from your hotel window
  - + ....Foods during the trip
  - + ....Hospitality from the locals in a strange country
  - + Adventurous experience

Hãng trẻ chuyến thì bảo hiểm trả tiền,  
chứ bản thân trẻ giờ thì tự trả giá  
nhà mấy má!!!!



## ENGAGEMENT

Share their story about their efforts to travel with low budget, not as fancy as others see, add in their different, worthy flying experience with AirAsia, emphasise that not all Low cost airline is bad quality, educate their followers with "DESERVING CONCEPT".

[Sample](#)

## AMPLIFICATION

KOLs' experience trip: invite to RedQ to experience AirAsia workplace and CAE training center to share how AirAsia - The World's Best Low Cost Airline operates to offer the best quality service, on-time flights with low fare that everyone deserves it.



# PR angles (PR team support)

## Trigger

Trigger conversation about the perception of Low Cost Airlines:  
Is it a “norm” that Low cost airlines means low quality (delay and bad service)?

## Launch

With AirAsia, we value everyone’s money and treasure your time + effort.  
We offer the low cost but on-time & high-quality service which you deserve. That's why we're the World's Best LCC 13 years in a row.

## Amplification

WORLD'S BEST LCC SKYTRAX AWARD  
Inspired story from AirAsia

### Mua vé bay giá rẻ phải chịu delay?

Dự Khoa | 04/02/2022 14:02

Nghe đọc bài 3:24



Mua vé bay giá rẻ nhưng khách hàng cũng cần sự đúng giờ và dịch vụ chuyên nghiệp.

#### Tâm lý vé bay giá rẻ là delay nên được xóa bỏ!

Chuyến vé bay giá rẻ chịu delay đồng cam lũng cầu được tôn trọng. Hãng bay có nhiều chuyến bay trễ giờ, chậm chuyến thật sự thiếu tôn trọng khách hàng của họ.

Bản chất dĩ có vé bay giá rẻ, các hãng hàng không chỉ phí thấp đã cắt giảm một loạt dịch vụ thường được đính kèm trong gói dịch vụ của các hãng bay tiêu chuẩn hoặc hãng hàng không quốc gia. Các dịch vụ này bao gồm hành lý ký gửi, thức ăn - uống miễn phí trên tàu bay, dịch vụ phòng chờ (thang Thương gia), các chương trình khách hàng thân thiết... Đồng thời, quý khách cũng thành các sản phẩm bán kèm như gói hành lý 15-25kg được bán với giá vài trăm nghìn đồng. Hoặc phổ biến nhất là bán vật phẩm, đồ ăn trên tàu bay.



VNEXPRESS Thứ ba, 14/3/2023

Ấn nhìn Thế giới Video Podcasts Kinh doanh Khoa học Giải trí Thể thao Pháp luật Giáo dục Sức

Kinh doanh Quốc tế

### AirAsia - hãng hàng không khởi nghiệp từ một ringgit

Trước khi máy bay mang mã hiệu QZ8501 cất cánh sáng 28/12, AirAsia chưa từng gặp sự cố lớn nào trong lịch sử 13 năm hoạt động.

Là hãng giá rẻ lớn nhất Malaysia, và cũng là đại gia của châu Á, AirAsia được xem là một trong những câu chuyện thành công nhất của ngành hàng không thế giới. Được mua lại và tái cơ cấu từ năm 2001, AirAsia đã tạo nên mạng bay năng động bậc nhất khu vực với 100 điểm đến thuộc 22 quốc gia.

[illegible]



# Budget



Unit: USD

* BRANDING (AWARENESS + ENGAGEMENT)		
Content	Estimated Budget (USD)	Materials To Deliver
Creative & Production & Management Fee (For both Commercial video & Viral video)		
Artwork	66,000	Creative direction
Video		KV & Photo Album
		iTVC series
Media		
Internal Assets		EDM, PN, In-app Popup, Hero Banner
Digital Ads, Social Activity	105,000	Youtube, Facebook, Tiktok, Google Ads Engagement Activities on Social Media
KOLs + FB Group & Fanpage Seeding	66,000	Seeding Posts in Travel KOLs/Fanpage/Group
PR	Support by PR team	Articles in Lifestyle/Travel section in popular online news
TOTAL	237,000	
* SKYTRAX (AMPLIFICATION)		
PR	Support by PR team	Articles in Travel/Lifestyle section in popular online news
KOLs Trip to RedQ & Posting on Social Media	16,500	Trip of KOLs to visit RedQ & Posts on Social media
Digital Ads	20,000	Facebook, Google Ads
TOTAL	36,500	

**THANK YOU**  
 *everyone*



# — Agency Suggestion



45

- IDCOM Digital
- [Mango Digital](#)
- CreativeHunts
- [Carnivals](#)
- [Big Head](#)