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# **VN 2023 BRANDING PLAN**

Feb 2023

# Agenda

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

# MARKET OVERVIEW

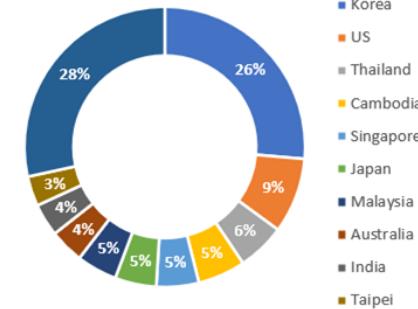
# INTERNATIONAL ARRIVAL 2022



- The number of foreign visitors to Vietnam in 2022 has not recovered vs prepandemic (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](#)  
[Moi truong du lich](#)

# 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

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

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

## 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%	

## 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%	

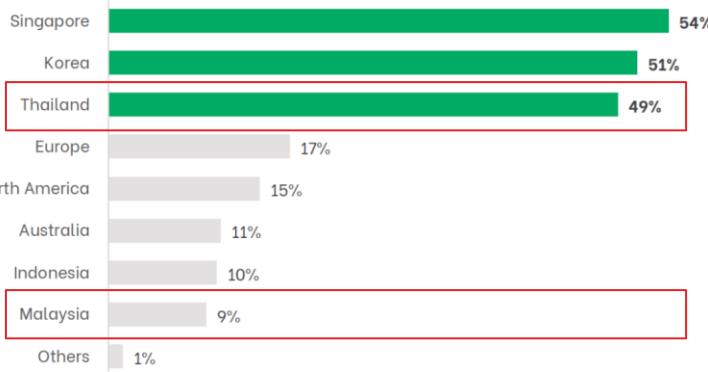
Google Travel Analytics Dashboard Data updated on 6 Mar 2023

Source Klook Report about VN market 2022  
Flight Survey report in VN 2022 of Business Intelligence team – AirAsia



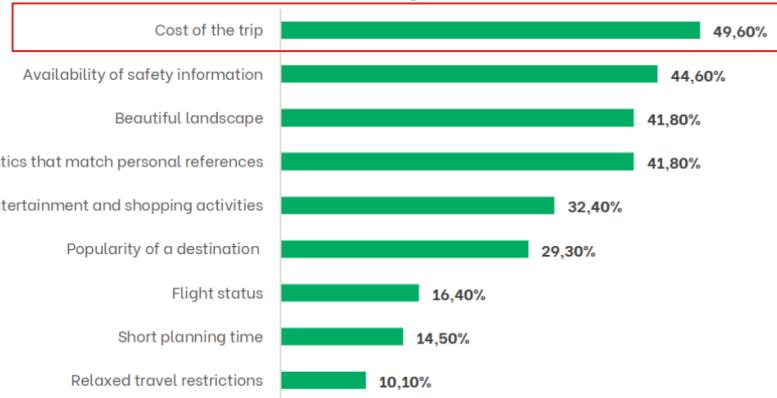
# Travel Insights

## 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

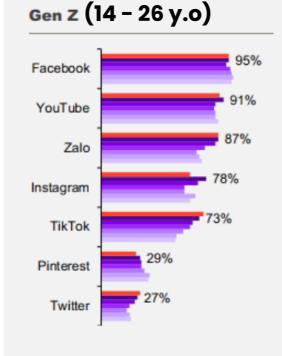
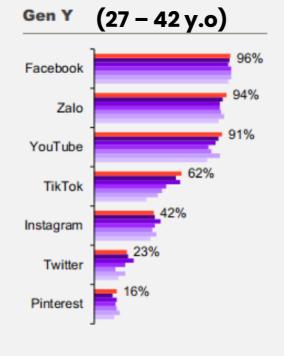
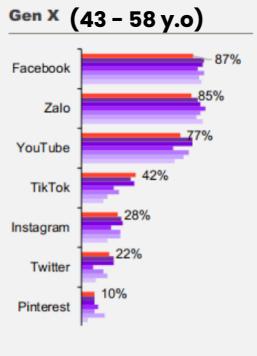
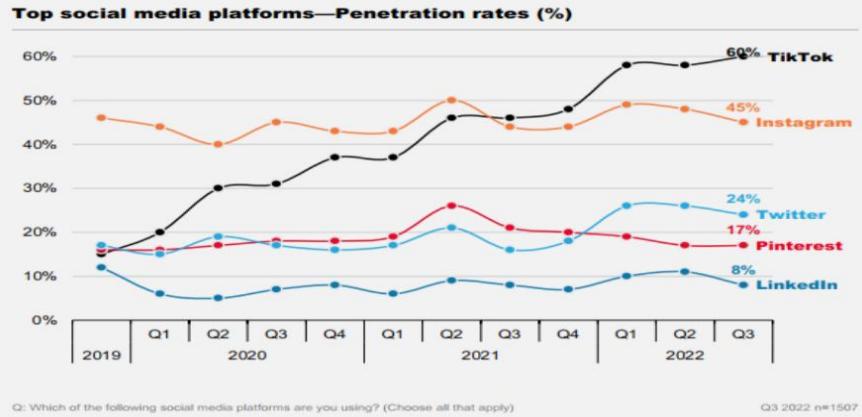
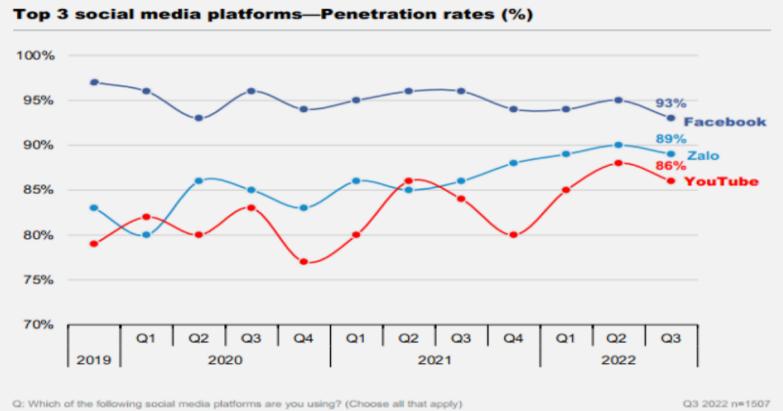
### PLANNING & BOOKING HABITS



Plan trip a month less in advance & Prefer flexible bookings



# Media landscape



- 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



# Media landscape

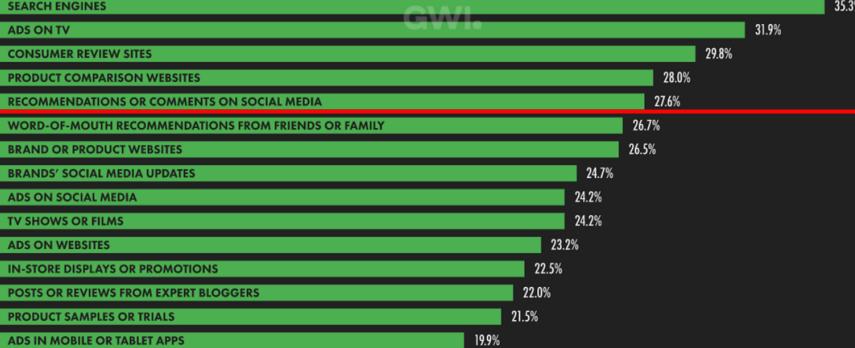
JAN  
2023

## SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



Vietnam



- 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

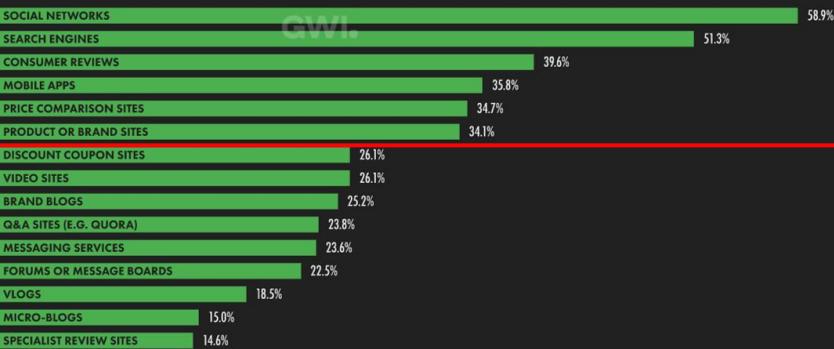
JAN  
2023

## MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



Vietnam



- 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

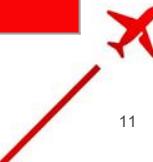
Airlines	SGN-BKK	HAN-BKK	DAD-BKK	SGN-HKT	HAN-HKT	SGN-CNX	PQC-BKK	HAN-CNX	CXR-DMK	DAD-CNX	Total
<b>Vietjet</b>	28 x weekly	14 x weekly	21 x weekly	7 x weekly	7 x weekly	7 x weekly	4 x weekly (Mon,Wed Fri, Sun)				<b>7 routes 88 x weekly</b>
<b>AirAsia</b>	21 x weekly	14 x weekly	21 x weekly					7 x Weekly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

# 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>AirAsia</b>	35 x weekly	14 x weekly (from 26 Mar)	21 x weekly (from 26 Mar)	<b>Monopoly</b>
<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



					 Vietnam Airlines
Network	Thailand	<b>SGN, HAN, DAD, CXR-BKK HAN,DAD-CNX</b>	<b>SGN,HAN,DAD,PQC,DLI – BKK SGN – HKT SGN – CNX</b>	<b>SGN – BKK HAN – BKK</b>	<b>SGN, HAN – BKK</b>
	Malaysia	<b>SGN, HAN, CXR, DLI, PQC – KUL SGN-PEN ; SGN-JHB</b>	<b>SGN – KUL</b>		<b>SGN, HAN – KUL</b>
	Other destinations		Asia (KR, JP, TW, SIN) Europe (UK, DE) AU (SYD, MEL)	Asia (KR, JP, TW, SIN) Europe (UK, FR, DE) US (SFO) AU (SYD, MEL)	Asia (KR, JP, TW, SIN, KH, IN, HK, ID) Europe (UK, FR, DE) US (SFO) AU (SYD, MEL)
Price & Promotion		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



*vietjetAir.com*



	AirAsia	vietjetAir.com	BAMBOO AIRWAYS	VietnamAirlines
Target Audience	<b>Young &amp; middle aged customers (20 – 40y.o), Medium &amp; high income</b>	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</p> <ul style="list-style-type: none"> <li>- In 2019 backwards, we have done Branding campaign as the World's Best LCC with low fare, excellent service</li> <li>- From 2019 now: we didn't do Branding campaign, just 1 Social campaign in Tet holiday</li> </ul>	<p>2016–2017 </p> <p>2022 </p> <p>Big investment in offline &amp; online channels =&gt; TOM low cost airline in VN</p> <ul style="list-style-type: none"> <li>- When they are first launched: they built the shocked brand image with bikini girls to gain awareness of customers.</li> <li>- Now their image is still active but more proper, still focus on low fare message</li> </ul>	<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)</p> <ul style="list-style-type: none"> <li>- From 2019 backwards =&gt; focus more on building premium brand image to target to mature customer segment</li> <li>- From 2022: they try to make their brand younger to aim to young customer segments</li> </ul>
Brand Persona	<b>Young, Bold, Smart, Unbelievable, Dare To Dream</b>	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



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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>No1 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>No1 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



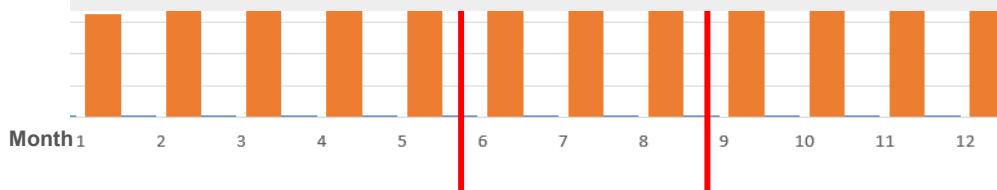
16

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

**Confidential Information**

## Pax Flown Trend 2019 – VN POS

**Confidential Information**



- 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

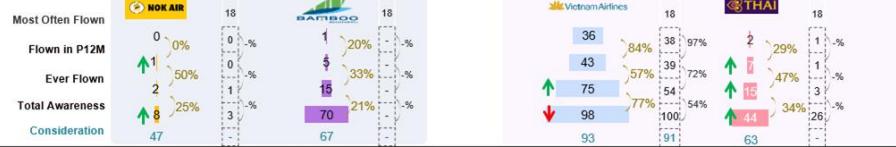
	1 June – 31 Aug '19 (Actual)	1 June – 31 Aug'23 (Target)
Capacity		
SS (VN POS)		<b>Confidential Information</b>
SS Revenue (VN POS) (USD)		
LF		

# VN Brand Performance (BHT 2019)

a

18

Brand awareness/usage Funnel  
OVERALL



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



- 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

- 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**

# OTP BY AIRLINES

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

AirAsia is the No1 OTP airline in Asia Pacific

# COMPETITIVE ADVANTAGES



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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 Hàng Hàng Không ...  
Lê Ngọc Sơn at 10:38 AM - Hồ Chí Minh City, Vietnam

Cái tên mang nổi tiếng và ngắn gọn khi nghe đến "Vietjet Air" là hãng hàng không đồi với mình  
Bất chấp vì mình có việc đi trễ và không còn chuyến của những hãng khác nên phải book vé vào 10h tối và mình bắt đầu lâm vào 7h sáng hôm sau tại Hội An, vắng mà delay đến tận 4h sáng, không một lời xin lỗi, không 1 câu trả lời khi nào mới được bay, thái độ nhân viên cộc cằn và rất nhiều chuyện bay mang tên "Vietjet Air" đồng loạt delay đến sáng.  
Ai cũng có công vui... 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**

**Brand persona**

**Emotional benefits**

**Functional benefits**

**Features & Attributes**



# BRAND BUILDING ROADMAP



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



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

"We'll Take You There"

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

2016

2017

2018

2019



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

"Fly More, Experience More"



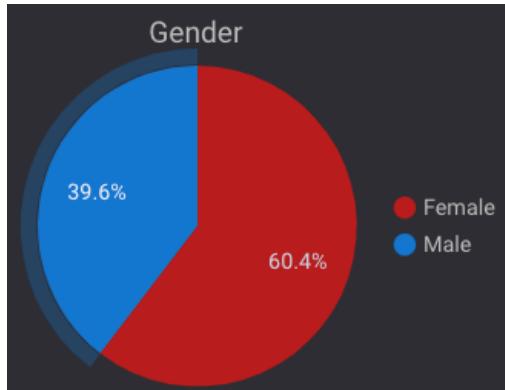
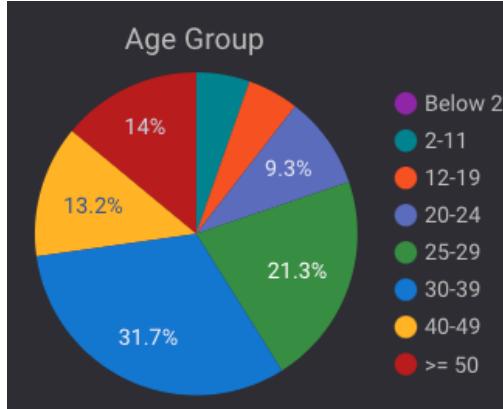
As World's Champion of LCC 11 years in a row , AirAsia keeps maintain habits to ensure "ontime", "safety", "passionate service" with "super low fares"

"Excellent Services, Super Low Fares"





# Target Audiences



## 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	2018	2018		
Low fares/promos	91	92	66	81	75	32
LCC perception	64	67	90	75	45	24
Booking related	41	32	20	13	23	34
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Destinations*	18	21	20	19	17	17
In-flight	17	16	39	50	15	5
On-ground***	14	16	20	0	28	32
Frequent flyer program	10	36	24	0	17	27

Lê Ngọc Sơn is 😞 feeling drained with Nguyễn Minh Quân at Hàng Hàng Không ...  
1 hour ago at 8:38 AM - Hồ Chí Minh City, Việt Nam

Cái tên mang nổi tiếng và ngắn gọn khi nghe đến "Vietjet Air" là hãng hàng không đồi với mình. Bất chấp 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, vắng mà delay đến tận 4h sáng, không một lời xin lỗi, không 1 câu trả lời khi nào mới được bay, thái độ nhân viên cộc cằn và rất nhiều chuyện bay mang tên "Vietjet Air" đồng loạt delay đến sáng.

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



**Competitive advantages**  
OTP performance & Inflight service

# 2023 VIETNAM BRAND CAMPAIGNS



# OBJECTIVES

- **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 · 4 comments

Lần đầu tiên bị delay, Minh Hương chê Vietjet vì giá rẻ và chuyến bay muộn nhất đợt mình có thể là một việc không vui và ngồi ngóng lanh tháp vì phải dậy sớm để ra sân bay. Chính vì điều này nên mình luôn chuẩn bị tâm lý sẽ bị delay và thực sự cõng nhau lên bờ nhưng vẫn chấp nhận và thông cảm vì việc trả delay chuyến là điều khó tránh. Nhưng hôm nay thì thực sự bức xúc khi chuyến bay từHN 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 mới chuyến bay sẽ cất cánh vào lúc 1 giờ sáng 23g ra sao làm thế từc nghe rằng sẽ được bay lúc 1g ai dè ngồi đợi đến 0g30 nhận được thông báo delay đến 1930. Qua 1g30 tiếp tục thông báo "vì lý do khai thác chuyến bay sẽ khởi hành lúc 2g15". Trước đó, hay là do hành khách ít quá nên chờ đợi sang luân rồi bay vào SG để có máy bay cho chuyến sớm ở trong đó không? Cả cái sảnh chờ đêm chưa được tối 50 khách nữa. Dù có phục vụ ăn uống gì đi nữa thi vẫn quả là vì một đêm thức trắng bởi Vietjet



Duong Chi  
Tiền nào của đó VJ ai cũng biết sẽ bị delay , minh nghĩ khi đã chấp nhận mua VJ thi phải chịu rồi !



BRAND ROLE

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



# CAMPAIGN DIRECTION

## KEY MESSAGE



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 worths 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

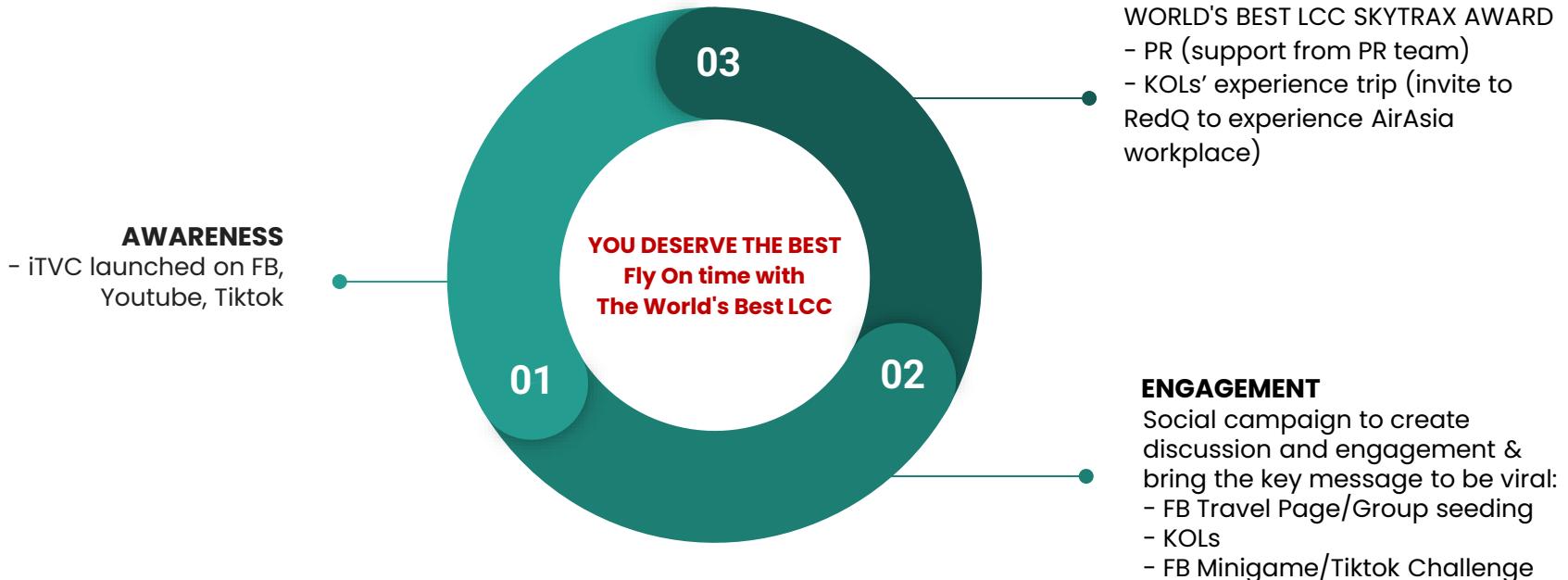
Engagement: KOLs/ social media  
campaign

**Budget**

USD 237,000

USD 36,500

# Thematic Campaign Plan





- 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



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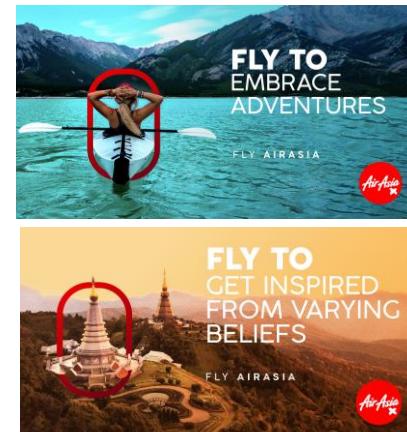
# Social Direction

## 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...)

## 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 trễ chuyến thì bảo hiểm trả tiền,  
chứ bản thân trễ giờ thì tự trả giá  
nha mấy má!!!!



## • Formats

- Photo album/ Animation/ Meme/ Infographic

## 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)?

Mua vé bay giá rẻ phải chịu delay?

Dy Khoa | 04/08/2022 14:02



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## 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.

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

Chuyển vé bay giá rẻ chịu delay đồng chung lòn như cầu được tôn trọng. Hàng bay có nhiều chuyến bay trễ giờ, chậm chuyến thật sự thiếu tôn trọng khách hàng của họ.

Bán chit để có vé bay giá rẻ, các hãng hàng không chỉ phí thấp để cắt giảm một loạt dịch vụ thường được định kèm trong gói dịch vụ của các hãng bay tiêu chuẩn hoặc 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 (hang Thượng giấp), các chương trình khách hàng thân thiết... Đồng thời, quy chuyển đổi thành các sản phẩm bén kén như gói hành lý 15/23kg được bán với giá vài trăm nghìn đồng. Hoặc phổ biến nhất là bán vật phẩm, đồ ăn trên tàu bay.



## Amplification

WORLD'S BEST LCC SKYTRAX AWARD  
Inspired story from AirAsia

VNEXPRESS Thứ ba, 14/03/2023 Mới nhất Tin theo khu vực International

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

Trước khi máy bay mang má hiệu QZ8501 mất tích 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 cấu trúc từ năm 2001, AirAsia đã tạo nên mạng bay năng động bậc nhất khu vực với 100 điểm đến thuộc 22 quốc gia.



# Timeline

# Budget



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Unit: USD

<b>* BRANDING (AWARENESS + ENGAGEMENT)</b>		
<b>Content</b>	<b>Estimated Budget (USD)</b>	<b>Materials To Deliver</b>
<b>Creative &amp; Production &amp; Management Fee (For both Commercial video &amp; Viral video)</b>		
Artwork	66,000	Creative direction
Video		KV & Photo Album iTVC series
<b>Media</b>		
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
<b>TOTAL</b>	<b>237,000</b>	
<b>* SKYTRAX (AMPLIFICATION)</b>		
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
<b>TOTAL</b>	<b>36,500</b>	

**THANK YOU**  
everyone



# — Agency Suggestion

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