



**promotion**

## promotion

In-flight there is plenty of shameless self-promotion; we tag *RSL* onto whatever we can like 'a recent *RSL* survey' or 'an *RSL* straw poll' or 'in association with our *RSL* partners stateside'. But let's consider promotion and advertising outside of the airplane.

The *RSL* passenger make-up is that most elusive target market so coveted by advertisers - students and those in their early to mid 20s. How do *RSL* continue to build up and retain this highly desirable customer base?

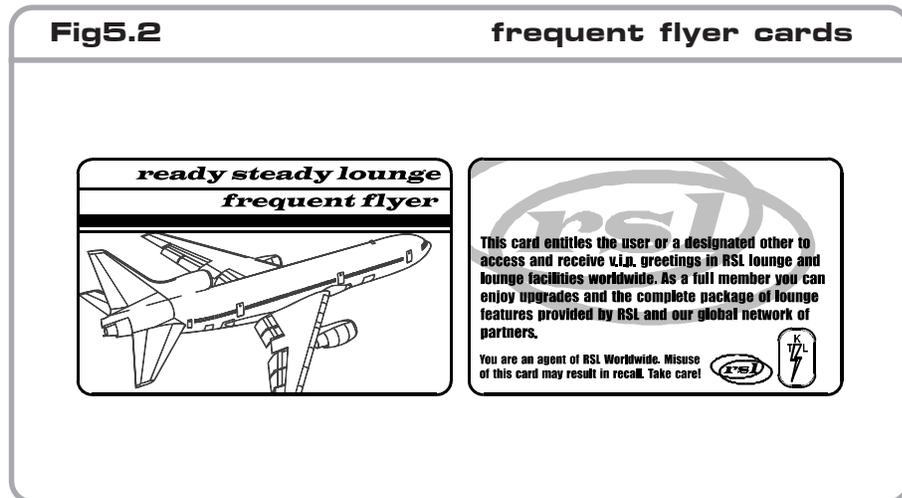
## frequent flyers

*RSL* in common with other airlines operate a frequent flyers loyalty programme. Once a passenger submits an application assuming they come through a pretend vetting process they are accepted onto the programme and officially become a Frequent Flyer. Each Frequent Flyer is allocated a unique membership number and

on

given their own personalised card.

Frequent Flyer cards have a credit card look and feel for maximum carry and durability. The graphics and text are international jetset rubbish but at the same time there is something strangely alluring and empowering about these little cards. On becoming Frequent Flyers many card holders report improved confidence and/or an increase in their sense of general well being.



Tangible benefits depend on what promotions the cabin crew can dream up and what toys and trinkets are available. Some examples of successful promotions are prize draws, reduced ticket

prices and free flights. We have found door revenues actually increasing on those flights where Frequent Flyers - if they bring their cards along - fly for free, weird huh?

Frequent Flyer concessions can also tie in with other cabin crew projects like gigs or clubs or 'how to...' books in a good sort of cross subsidisation.

Of course the main objective of the *RSL* loyalty programme is to build up a database of cool *RSL* people. We input Frequent Flyer details - name, address, e-mail, join flight, notes etc. - on to a database which is then, in theory, used as a lever to get things done. In a perfect database world cabin crew would target mailshots and send random gifts while Frequent Flyers would be kept fully informed about special promotions and events, new routes, flights and schedules.

In the real world partly through laziness and partly through design we tend to rely more on word of mouth.

Passenger word of mouth is the

best promotion. It is cheap, highly effective - people believe their friends - and keeps *RSL* exclusive like a club. One drawback is the fickleness of word of mouth. At *RSL* we are only ever as good as our last flight.

For this reason and in any case cabin crew should aim to make flights increasingly supersonic through continual and incremental improvement.

## Golden Rule

**continual improvements make flights increasingly supersonic**

Supersonic is faster than the speed of sound while hypersonic is five times the speed of sound. The ultimate aim should be to make flights hypersonic.

## flyers & posters

New flights, new venues or offshoot projects may require a proper advertising campaign with flyers and posters.

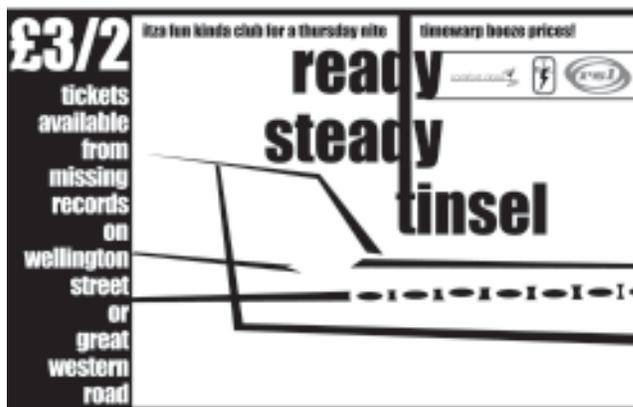
Now there is more to designing a flyer and poster campaign than

just grabbing a pretty girl off off the internet you know. Concepts and attention to detail are what makes publicity campaigns work. Last minutes rush jobs will always have that hurried vibe about them.

The *RSL* airplane lounge is a strong theme with obvious, distinct and evocative fonts and graphics, hopefully evidenced through this manual. This image is strong enough to keep things simple and avoid the need to spend a fortune on 512-colour mercury-filled stained glass etchings to impress and put the message across. At Fig 5.3 is an example of promotional material we have used to good effect in the past.

**Fig 5.3**

**promotions**



Flyering and postering would focus on those bars, clubs, casinos and venues, which are the natural habitat of current and potential *RSL* passengers. We have not yet felt the need for billboard mega posters, radio or TV commercials. In fact the only other advertising done to date is the spray paint variety though this was obviously done by vandals and not by us. Environmental anarchy is more about kicks than advertising in any case. Note to the kids: anarchy is not *RSL* cool plus it is highly illegal.

## corporate logos

Warm and cuddly corporate logos are a useful device to create a false impression of bigness, make promotional material consistent and to reassure passengers they are in safe hands.



As far as we know there are no restrictions on inventing and using logos.



We use four related logos. ArtThreat is our parent company. *RSL* is Ready Steady Lounge which you already know about. Comfort





class is a special quality assurance guarantee unique to *RSL*. Our final logo TKL means Taking Kare of Lounge at *RSL* with the Tim, Kenny, Laura cabin crew. All highly incestuous.

Use your logos whenever and wherever possible but especially on all documents. Logos are also good on rubber stamps or to authenticate *RSL* approved and tested product lines.

## passenger relations

As this manual is not called 'How to Advertise Stuff' very lastly and very briefly we will look at passenger relations.

In-flight passengers are customers but back on the ground passengers are people with their own worlds and agendas.

Regular passengers are likely to quickly become friends and acquaintances of the cabin crew which is both good for the cabin crew and good for business. Cabin crew should try to attend or participate in passenger projects and should also invite regular passengers along to for example

golf days or baccarat evenings.

If a cabin crew member is indisposed bring in a passenger as special guest presenter. A regular passenger will enjoy the gig and may surprise you with how well they carry out the role. This also creates a pool of potential *RSL* presenters for future flights and/or new *RSLs*.