

Pacific Blue Gets Tricky

How Pacific Blue used newspapers to get serious results

BRAND:	Pacific Blue
CATEGORY:	Travel
AGENCY:	Spark phd/Lowe Rivet
MEDIA:	Newspapers
TARGET AUDIENCE:	AP 25-54 (with a sense of humour!)
CAMPAIGN DATES:	1 st April, 2009
MARKETING OBJECTIVE:	Encourage people to go to the Pacific Blue website



ROLE OF NEWSPAPERS

Pacific Blue used daily newspapers to promote a cheeky sale campaign launched on the 1st April 2009 – April Fools!

The front page solus creative was a humorous April Fools Day campaign which announced the launch of a fictitious 'bronze class', giving passengers a free spray-tan onboard. The ad encouraged readers to find out more on their website, specifically directing to a page where it revealed the joke but highlighted the great sale fares. The additional section A retail strip ad supported the newspaper front-page communication and also featured a selection of the great fares on offer.

Newspapers were crucial for driving awareness of the campaign in Pacific Blue's three key ports – Auckland, Wellington and Christchurch, with both a front page solus and 16 x 10 full colour ads in Section A appearing on 1st April in The New Zealand Herald, The Dominion Post and The Press.

As the exclusive media vehicle, press provided a fantastic platform to engage and entertain the consumer through a topical and entertaining message. Combine this with newspapers proven ability to motivate readers into action, particularly to the online environment, and you have a winning formula.

RESULTS

Pacific Blue website had over 1,000 hits to the Bronze Class landing page that morning of 1st April and spent at least 1.30 mins on the page reading it.

The client was delighted with the positive reaction to the campaign, including the additional media coverage of the stunt. In particular it was shown by Paul Henry on TVNZ's Breakfast show, and discussed on ZM and The Rock. A reporter from The Press even rang the client because they thought it was true!

WHAT THE CLIENT SAID

"Press provided the perfect platform to engage and entertain consumers on a single day."

Augusta Grayson
Senior Planner/Buyer, Sparkphd



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