

# Jetstar Wraps Up Auckland

## How Jetstar used newspaper to cover the Auckland market

BRAND:	Jetstar Airways
CATEGORY:	Travel
AGENCY:	ImMediate Ltd
MEDIA:	Newspaper
TARGET AUDIENCE:	Auckland Residents
CAMPAIGN DATES:	14 October 2008
MARKETING OBJECTIVE:	New Service Announcement



### ROLE OF NEWSPAPERS

Jetstar has been operating in NZ since December 2005. Their successful Christchurch operations were the catalyst for brand growth into Auckland via the popular Trans-Tasman route. Entry into the Auckland market would see an increase in flights across the Tasman to 42 weekly return services in April 2009. Such a big announcement of Jetstar's new International flights from Auckland to Sydney and the Gold Coast required a big media idea.

In the past newspapers have always been effective in not only reaching a broad audience but also in creating 'noise'. Furthermore, highly visible, outside-the-square use of the medium has proven to be successful in creating instant brand awareness.

Obtaining a full circulation wrap of the front cover of The New Zealand Herald was something rarely seen, as it is a key editorial position for the paper. In order to make this work, creative needed to fit the criterion of news worthiness. Offering Aucklanders choice in accessing more than 10 international destinations with Jetstar, was big news.

### RESULTS

The full circulation wrap of The New Zealand Herald provided the broad reach and response required. Wherever you went on October 14<sup>th</sup> 2008 the brand was there for all to see as commuters and residents alike picked up their daily newspaper.

There was 'talkability' at all levels, from consumers on the street to media. Paul Henry of TV One's Breakfast show discussed live, the faith Jetstar showed in its media buying by standing behind the decision to undertake this 'first' in advertising history. He even had co-presenter Peter Williams hold up a copy for viewers to see.

#### Success Measures:

Bookings ex Auckland have been strong for the airline since flying commenced 28<sup>th</sup> April 2009.

Jetstar was named best low cost airline for 2008.

### WHAT THE CLIENT SAID

"Since Jetstar launched in 2004 they have carried nearly 30 million passengers and tripled in size. Newspapers continue to be an integral part of their success strategy."

**Sue McCrea,**  
*Immediate Limited*



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