

# FANS RUSH TO GRABASEAT

How grabaseat got 'fan'tastic results using newspapers

BRAND: **Grabaseat**  
CATEGORY: **Travel**  
AGENCY: **OMD**  
MEDIA: **Metropolitan Papers**  
TARGET AUDIENCE: **Sports fans, 18-49years**  
CAMPAIGN DATES: **15 May 09**  
MARKETING OBJECTIVE: **Drive traffic/purchasing on grabaseat.co.nz**



## ROLE OF NEWSPAPERS

Air New Zealand have long had an affiliation with rugby – in fact, they are 'fanatical' about it. To leverage this, they ran a promotion of their grabaseat deals on the Friday before the final round of the Super 14.

The ads encouraged supporters to scream for their team, because if any New Zealand team chalked up a win then their winning margin would be the price their region paid for grabaseat airfares. The deals were then made available on grabaseat.co.nz the following Monday.

The daily newspapers of the four main metropolitan centres were used in this press only campaign.

Sports fans have a real connection with the sports section of their newspaper. It provides them with in-depth information before, during and post match. Couple this with newspapers proven ability to motivate consumers and drive them into action, lends itself to a successful campaign.



## RESULTS

On Monday 18<sup>th</sup> May, following the Super 14 Quarter Final games, the website activity increased by a phenomenal 188% over a normal Mondays page views.

## WHAT THE CLIENT SAID

"Newspapers provided the perfect environment for communicating to a captive sports audience and engaging them with grabaseat."

**Sunil Unka,**  
*grabaseat - brand*

## HOW CAN I FIND OUT MORE?

Contact your Account Manager or download at [www.nabs.co.nz](http://www.nabs.co.nz)