

BLUE AIR CHRISTMAS GAME

CASE STUDY

THE CLIENT

Blue Air was founded in 2004 as the first private Romanian airline.

Focused on the low-cost flights segment, the company is positioning itself as a “smart flying” transporter, covering more than 50 destinations in Europe.

THE BRIEF

Kondiment continually helped Blue Air promote their flight offers across Europe. But in 2009, the airline approached us on a different project, asking our team to help expand their data base and to improve their overall image on the Internet.

THE PROJECT

Being that it was right before Christmas, we took advantage of this and came up with the idea of creating “**Fly with Santa**” – a Christmas-themed advergame, which we integrated in a cross-channel marketing campaign.

By offering users a branded online experience that was fun and smart, we wanted to turn Blue Air into the natural choice for everyone who wanted to book a flight online at a more affordable price.

In the game users had to help Santa Claus reach his final destination using a Blue Air plane, instead of his traditional sleigh. Each user had a set number of clicks that needed to be used wisely in order to keep the plane up in the sky and to arrive at the right destination.

As an incentive for users to play, Blue Air offered a trip for two, for one of the destinations available inside the game. The prize was won by one of the lucky players that managed to finish the game.

THE RESULTS

The campaign registered 774.495 visits on the minisite and 4.637 players that submitted their e-mail addresses.

Since the game was a big hit and everybody wanted to help Santa, Blue Air chose to repeat the game the following year as well.



A campaign which proves that mixing efficient marketing tactics with fun and interactive tools helps engage users more and, on the long run, it helps turn them into loyal customers. If you add to this the confirmation of reaching the set objectives, you have the recipe for a successful campaign.