



## STRATEGIC CAMPAIGN FOR AIREUROPA

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# EXECUTIVE SUMMARY



Air Europa is a well-established airline in the Spanish market offering flights to and from Spain. Their goal is to establish a personality, tone and voice in the U.S. and increase brand awareness in the U.S., specifically the Miami and New York markets. To explore what motivates consumers to travel and gain insight on the most important airline features among consumers, Pink Panther conducted quantitative and qualitative research including a focus group, in-depth interviews and a survey taken by 179 individuals. Based on our research, the majority of the respondents have not flown with Air Europa because they are unaware of the brand. Although more than half of the respondents have not been to Spain, the top travel destination among our respondents is Europe. Since we discovered a majority of the participants want to travel to Europe to experience the culture, we wanted to give Air Europa consumer's an authentic Spanish experience before they arrive in Europe through its cuisine and on-board entertainment. Pink Panther created a campaign that markets Air Europa's Spanish culture and highlights the authentic Spanish experience Air Europa offers.



# INTRODUCTION

The objective of the situation analysis is focused on discovering how Air Europa can establish a personality in the U.S. and increase brand awareness in the U.S., specifically the Miami and New York markets.



# PROBLEM STATEMENT

Air Europa does not have a personality, tone or voice  
in the U.S; therefore, they have little to no  
brand awareness.



# SITUATION ANALYSIS

Air Europa, the airline company of the Globalia tourism group, was established in 1986 and acquired by Juan Jose Hidalgo in 1991. Last year it carried 9 million passengers, making it the second largest Spanish airline in that regard.



# PROBLEM AND OPPORTUNITIES

## Brand Misperceptions

Air Europa currently has an average rating of three stars on Trip Advisor. Many customer complaints are centered around customer service, food quality and entertainment selection in the economy class.

## Category and Main Competition

Top 3 Competitors: Iberia, Ryanair, Vueling

## Target Audience

Air Europa's current client demographic includes Hispanic and Spaniards looking for good prices and quality. The audience they want to target includes the Miami market and the New York market.

## Markets and Test Markets

Local, National, Specific U.S. Cities (Miami and New York), Latin America, International

## Current Advertising Programs and Communication Efforts

Air Europa currently focuses on online advertising. In the past, they have partnered with the Miami Dolphins and the University of Miami to become more involved in the Miami opportunity.

## Media Used/Media Desired

Air Europa wants to strengthen its online social media presence and incorporate English into all social accounts (Facebook, Instagram, Twitter).

## Key Research Areas

- To what cities or countries are people traveling?
- For what purpose are they traveling? (Business, leisure, etc.)
- How often do they travel and with who do they travel?
- With which airlines have they had positive experiences?
- What qualities do they look for in an airline?

## Key Performance Indicators

- One way Air Europa measures their effectiveness and success is through their loyalty program, SUMA. They also measure their success based on ticket sales and plane occupancy.



## SWOT Analysis

### Strengths

- Low costs
- SUMA loyalty program offers many benefits
- Great customer service; crew is nice and receives good reviews
- Food onboard is made by top chefs
- Makes passengers feel at home while onboard
- Economy class is cheap and of good value

### Strengths

- Old school and conservative
- Often messy and late; biggest complaint is delays
- Because margin profit is small, airline charges extra for everything: baggage, food, drinks, etc.
- All social media accounts are in Spanish and do not focus on U.S. markets

### Opportunities

- Opened five new routes last year
- Boeing 787 Dreamliner is their newest and most popular plane and offers the best route from Miami to Madrid
- Well established in Europe but not North America; opportunity to create a personality, tone and voice within the U.S.
- Unique selling proposition: airline crew
- Position brand through business class
- Incorporate English content on already existing social media accounts
- Make quality top of mind

### Threats

- Sensitive industry
- Low budget
- Not a well-known, big airline like American Airlines
- Underdog when compared to competitor airline, Iberia
- Intense airline competition
- Own reputation internally and externally



# RESEARCH

## Background

- Air Europa, the airline company of the Globalia tourism group, was established in 1986 and acquired by Juan Jose Hidalgo in 1991.
- Last year it carried 9 million passengers, making it the second largest Spanish airline in that regard.
- In 2007, Air Europa became an official partner of the SkyTeam Alliance, which lets customers earn and redeem miles with Air Europa or its partner airlines.
- In 2016, the Boeing 787 Dreamliner began operating in Miami. It is their most popular plane and offers the best route from Miami to Madrid.
- Today, Air Europa offers more comfort and convenience, more advantages, more flights and new routes.
- Their goal is to establish a personality, tone and voice in the U.S. and increase brand awareness in the U.S., specifically the Miami and New York markets.

## Objectives

- Understand what motivates consumers to travel
- Evaluate top-of-mind airlines among consumers
- Explore most important airline features for consumers when choosing an airline
- Identify importance of airline loyalty programs for consumers

## Methodology/Study Design

179 completed surveys

1 focus group with 8 participants

## Markets

Miami

## Respondent Specifications/Screeners

- Men & women between the ages of 18 & 49
- Has flown at least once in the last 12 months
- Must own a passport
- Must be a Miami resident

## Air Europa Focus Group Moderator Guide

**Introduction: (2 minutes)** Introduce the moderators and establish the ground rules.

Hello, everyone! Thank you for joining us today. We will be your moderators for today's discussion. Our discussion will focus on the airline industry and should take no more than an hour to complete. You will be asked to share your opinions about the airline industry and about your experiences flying, so please feel free to share your thoughts and feelings without hesitation. All answers will be used for research purposes and are fully confidential. Your names will remain anonymous. As a thank you for participating in this focus group, we will be providing donuts to all participants at the end of the discussion.

**Participant Introduction: (5 minutes)** Get to know the participants and break the ice.

On that note, let's start by getting to know a little bit about each other. Please share with the group your name and what you do for a living. If you are a student, please tell where you go to school and what you are studying.

**General Topic: (10 minutes)** Exploration of travel habits and top-of-mind airlines.

- How many times have you traveled outside of the country in the last two years?
- Name a few airlines you know fly internationally.
- Which is your go-to airline when traveling outside of the country? Why?
- Which country/countries are you most likely to visit when traveling?

**Primary Topic: (15 minutes) Reasons for flying, airline features and loyalty programs.**

- What is your main reason for flying?
- With whom do you typically fly?
- What benefits do you look for when deciding which airline to fly with?
- Do you participate in any airline loyalty programs? Why or why not?

**Second Topic: (10 minutes) Negative and positive flying experiences.**

- Have you had a negative flying experience? Please share your experience.
- Have you had a positive flying experience? Please share your experience.

**Third Topic: (10 minutes) Familiarity with Air Europa and interest in flying to Spain.**

- Have you flown with Air Europa? If yes, what was your experience like? If no, why not?
- Have you flown to Spain? If yes, what were your reasons for visiting? If no, would you like to visit? Why or why not?

**Fourth Topic: (20 minutes) Airline category brand party.**

For the final part of our discussion, we're going to do something called a brand party. Our category for this brand party is going to be airlines. So let's name five airlines that first come to mind. Any volunteers?

*(After selecting the five airlines)*

If Airline 1 was throwing a party:

- Where would the party take place?
- What time would the party start?
- What are the ages of the people that would attend?

- How would people dress?
- What music would be playing?
- What food would be served?

**Close: (2 minutes) Thank participants for participating.**

If there's anything else you would like to share about your experiences with the airline industry, please share them now. (Wait for responses)

We are done! Thank you for participating in our research study today. Please enjoy our complimentary donuts.

### Survey Questionnaire

1. What is your age?

- ☐ 17 and under
- ☐ 18-25
- ☐ 26-33
- ☐ 34-41
- ☐ 41-49
- ☐ 50+

2. What is your gender?

- ☐ Male
- ☐ Female

3. What is your ethnicity?

- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Native American or American Indian
- ☐ Asian / Pacific Islander
- ☐ Other

4. What is the highest level of education you have completed?

- ☐ Some high school, no diploma
- ☐ High school degree or equivalent (e.g. GED)
- ☐ Some college, no degree
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Professional Degree
- ☐ Doctorate Degree

5. What is your average annual household income?

- ☐ Less than \$20,000
- ☐ \$20,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ Over \$100,000

6. How many times have you traveled by plane in the last 12 months?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

7. For which of the following reasons are you most likely to travel?

- ☐ Leisure
- ☐ Visit family and friends
- ☐ Family vacation
- ☐ Personal business
- ☐ Work-related
- ☐ School-related

8. Of the following destinations, where would you most like to visit?

- ☐ Africa
- ☐ Antarctica
- ☐ Asia
- ☐ North America
- ☐ South America
- ☐ Europe
- ☐ Australia

10. Think of a time you've had a bad airline experience. Please describe your experience.

*(Open-ended question)*

11. Please rank the following from 1 to 7 with 1 being the most important and 7 being the least important feature when flying with an airline.

- ☐ Low fares
- ☐ On time departure and arrival
- ☐ Comfortable seats/spacious cabin
- ☐ Helpful and courteous cabin crew
- ☐ In-flight entertainment
- ☐ In-flight food and drinks
- ☐ Loyalty program

12. When you travel, do you participate in an airline loyalty program?

- ☐ No, I never collect points when I fly.
- ☐ Yes, I always collect points when I fly.
- ☐ I sometimes collect points when I fly.

13. Have you traveled to Spain?

- ☐ Yes
- ☐ No

14. Have you flown with Air Europa?

- ☐ Yes
- ☐ No

15. If yes, how satisfied were you with your experience?

- ☐ Highly satisfied
- ☐ Somewhat satisfied
- ☐ Neutral
- ☐ Somewhat dissatisfied
- ☐ Highly dissatisfied

16. If no, why haven't you flown with Air Europa?

- ☐ Never heard of them
- ☐ Inconvenient
- ☐ Too expensive
- ☐ Poor reviews
- ☐ Prefer other airline (If so, list which)

### Key Findings

#### **Participant Pool**

- 75% of respondents were female and 25% were male.
- 70% were between the ages of 18 and 25.
- 76% were Hispanic or Latino.

#### **Finding 1: Top Reason for Traveling**

- The top reason for traveling among respondents is family vacation.
- 36% of respondents said they are most likely to travel for family vacation, followed by leisure (29%) and visit family and friends (25%).

#### **Finding 2: Top Travel Destination**

- The top travel destination among respondents is Europe.
- 53% of respondents said they would most like to visit Europe.

### **Finding 3: Most Important Airline Feature**

- The most important airline feature among respondents is price.
- 67% of respondents said price is the most important feature when flying with an airline.

### **Finding 4: Least Important Airline Feature**

- The least important airline feature among respondents is loyalty programs.
- 64% of respondents said loyalty programs are the least important feature when flying with an airline.

### **Finding 5: Top-of-Mind Airlines**

- The airlines that respondents are most familiar with are American Airlines, Delta Air Lines, JetBlue and Southwest Airlines.
- Survey respondents were most familiar with American Airlines (22%), Delta Air Lines (19%), JetBlue (18%) and Southwest Airlines (15%).

### **Finding 6: Negative Airline Experiences**

- Most negative experiences with airlines are due to flight delays and cancellations.
- 32 survey respondents said they have had negative airline experiences due to flight delays/cancellations, followed by 19 due to poor customer service/rude staff and 17 due to uncomfortable seats/not enough legroom.

### **Finding 7: Awareness of Air Europa**

- Most of the respondents who have not flown Air Europa have not done so because they have never heard of the airline.
- 90% of survey respondents have not flown with Air Europa. Of those, 68% have not flown with the airline because they have never heard of it.

### Finding 8: Experience with Air Europa

- Those who have flown Air Europa have been satisfied with their experience.
- 10% of survey respondents have flown with Air Europa. Of those, 50% were extremely satisfied with their experience, 44% were somewhat satisfied and 6% were neither satisfied nor dissatisfied.

### Finding 9: Flying to Spain

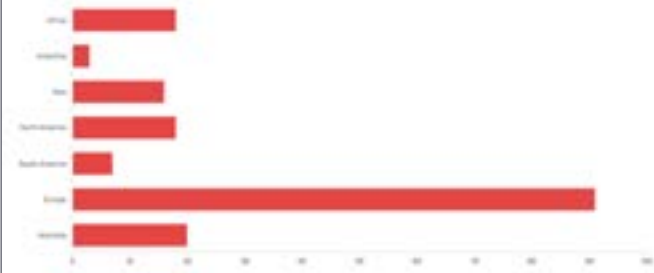
- More than half of the respondents have not been to Spain.
- 57% of the respondents said they have never traveled to Spain.

### Finding 10: Airline Loyalty Programs

- The split between those who participate in airline loyalty programs and those who do not was fairly even.
- 39% of survey respondents always collect points when they fly. 38% never collect points when they fly.

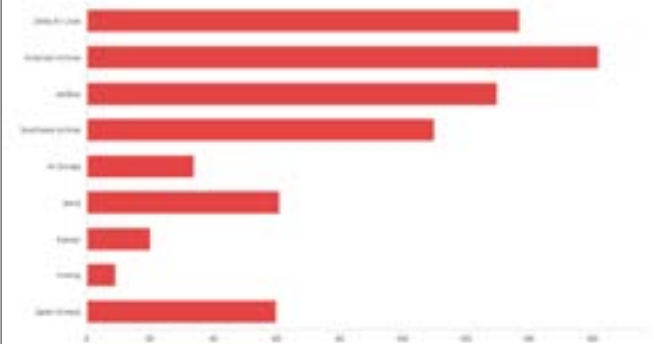


Q9 - Of the following destinations, where would you most like to visit?



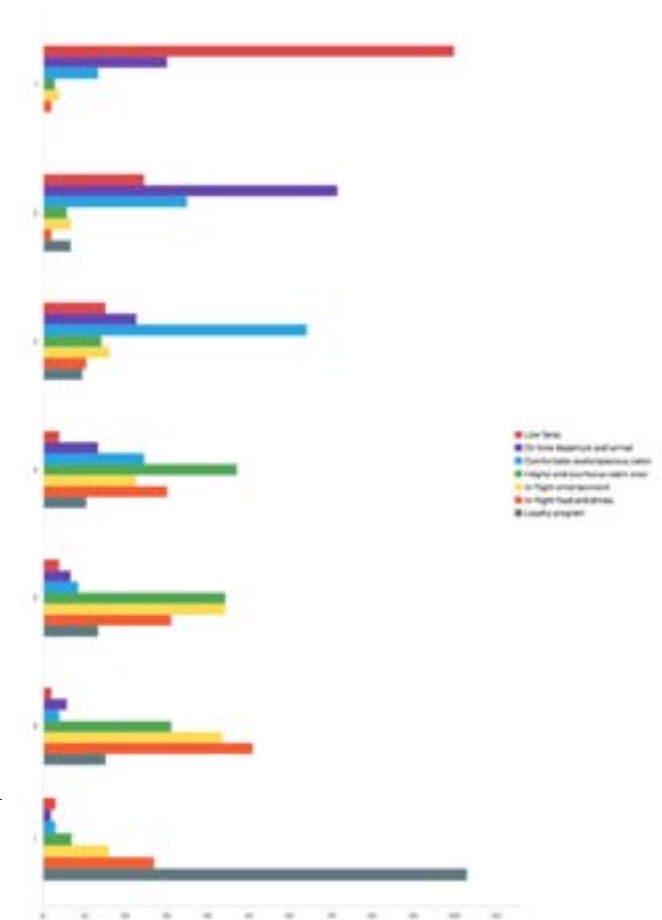
#	Rank	Share Count
1	China	25.00% 25
2	Indonesia	5.00% 5
3	Peru	25.00% 25
4	South America	25.00% 25
5	Europe	10.00% 10
6	Australia	25.00% 25
	<b>Total</b>	<b>100</b>

Q10 - Which of the following airlines are you familiar with? (Select all that apply)

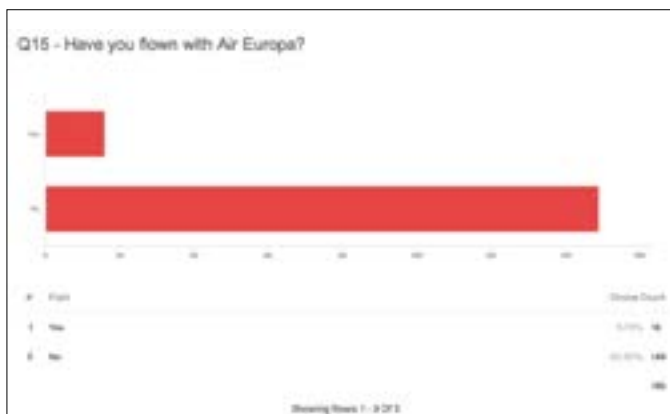
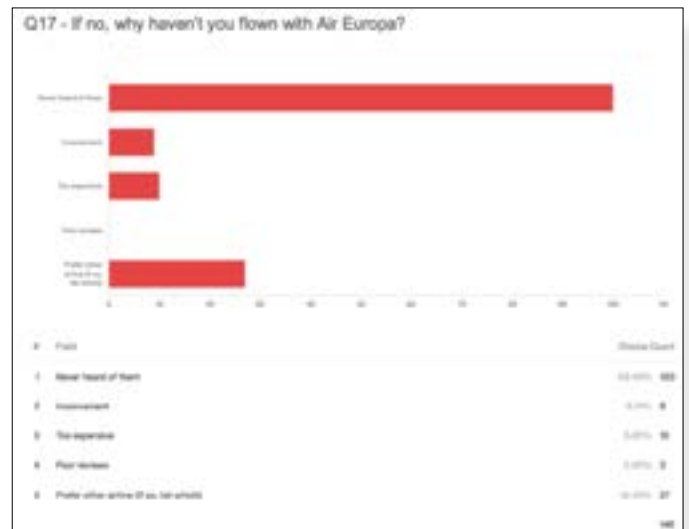
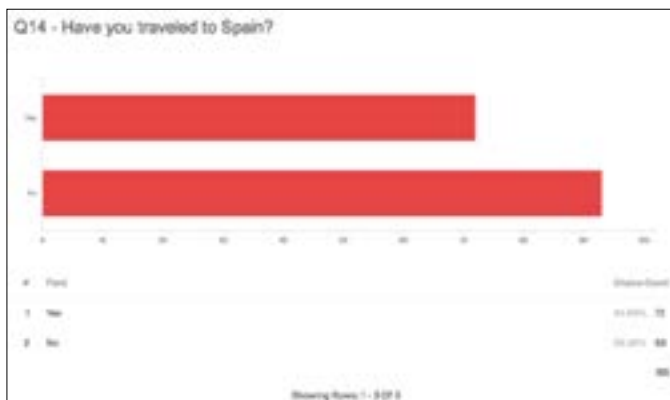
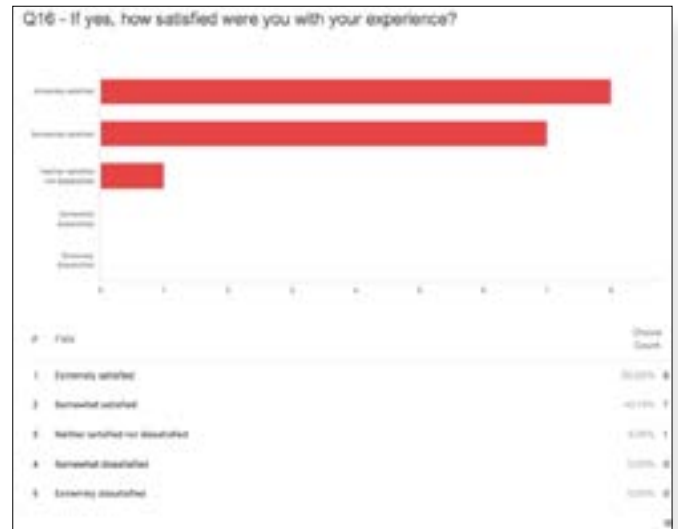


#	Rank	Share Count
1	Delta Air Lines	18.00% 180
2	American Airlines	19.00% 190
3	JetBlue	17.00% 170
4	Southwest Airlines	16.00% 160
5	Air Canada	4.00% 40
6	Garuda	5.00% 50
7	Ryanair	2.00% 20
8	Qatar Airways	10.00% 100
	<b>Total</b>	<b>500</b>

Q12 - Please rank the following from 1 to 7 with 1 being the most important and 7 being the least important feature when flying with an airline



#	Rank	1	2	3	4	5	6	7
1	Live time	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20
2	On time departure and arrival	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20
3	Comfortable and spacious cabin	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20
4	In-flight entertainment	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20
5	In-flight food and drink	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20
6	Loyalty program	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20	20.00% 20
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





# CREATIVE STRATEGY

Pink Panther is advertising to boost awareness for Air Europa. Based on our research, the majority of people in Miami are not aware of the brand.

We are talking to Miami millennials who allow special deals to determine where they will go, and who travel for transformational experiences and rich culture.

A majority of Miami's population is indifferent about the brand because people lack brand awareness. Those who have been on Air Europa's older models did not enjoy the plane or customer service. However, those who have flown Air Europa since it started using newer planes did enjoy their flight and customer service experience.

### Brand & Consumer Insights

- Consumer Insight: Passionate drama is addicting
  - Consumer Insight: What differentiates you from another culture is your name.
  - Brand Insight: You can experience Spain even before you arrive in Europe
- We want them to think Air Europa will give them an authentic Spanish experience they can't get on any other airline.

As a result, they will buy a ticket with Air Europa and consider the airline for future flights to Europe.

The single most persuasive idea we can convey is that consumers will get an authentic Spanish experience before they arrive in Europe through its cuisine and on-board entertainment.

We should engage our audience offline through traditional and guerilla marketing and online through social media and online streaming commercials between the months of August and November.

### Big Idea

To give potential customers a taste of the Air Europa experience, we plan on treating them to something they hate to love and can't get enough of - a telenovela. Air Europa. Fly with Pasión.



# IMPLEMENTATIONS

## Online Videos

1. Good Prices

2. Good Entertainment

3. Good Food



## Social Media

The focus will be primarily on Instagram and use it will be used as hero channel. We suggest creating an English language account.



## Landing Page

It will serve as the home for all the AirNovela videos and it will facilitate users the easy access to purchasing tickets.



## Guerilla Marketing

Partnership with Micro Theater Miami to present short skits 15 minutes long happening inside a container.



## Billboard Ads



## Contest

Encourage people to make and share videos of a telenovela drama created by them.

## Radio: Pandora & Spotify Radio Ads & Banners

### 1. Good prices

\*Wheels; Items bumping into each other; man in distance "watch it, lady!"\*  
Sir, when can I get these discounted airline tickets again? I want to attend my sister's graduation.

I'll tell you a secret

Di me lo

(whisper) All of our tickets are discounted tickets.

\*Gasp\* Ayyy no!

Siiii!

Air Europa. We know Pasion.

### 2. Good entertainment

(Slightly distorted; muffled) Sir, everyone has boarded the plane!

(Clear. As if removed headphones.) Que?

Sir, you can continue watching this telenovela on your return flight.

Por Favor! Just one more episode! Listen.

Okay. (Slightly distorted; muffled) \*Gasp\* Oh, no! See what I mean?

Air Europa. We know Pasion.

### 3. Good Food

\*Sniff sniff\* What's that smell?

\*Light dings\* PAUSE Ladies and gentlemen, the captain has turned off the fasten seatbelt sign until further notice.

\*Unbuckles seatbelt\* PAUSE

\*Sniff sniff\*

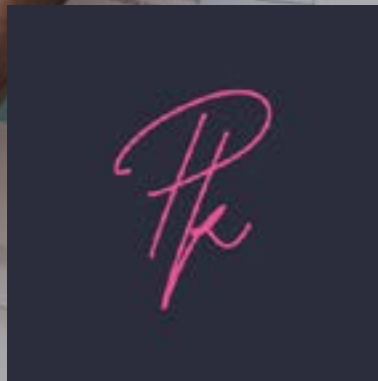
\*Gasp\* It cannot be. (pause) Excuse me, ma'am. What's that smell? Oh, we're preparing dinner for the passengers.

It smells just like my abuela's food!

Exactly.

Air Europa. We know Pasion.





# MEDIA PLAN



## Executive Summary

Pink Panther's suggested media campaign will kick start Air Europa's presence in the Miami market through a series of interactive and engaging media. Pink Panther's goal is to reach at least 80% of Miami millennials who are driven by deals and Instagram-worthy destinations. Directing our attention to the young Miami market will help raise awareness for Air Europa.

The campaign will begin in August of 2018 and last through February of 2019. Although these months are part of the off-peak and shoulder seasons, they are the best months to run the campaign because it is when our target audience is making plans and considering destinations for spring break and winter break. These months also see cheap flights and will therefore incentivize the Miami market to purchase tickets with Air Europa.

The campaign media mix will consist of digital, guerrilla marketing, online, out-of-home and radio. This includes social media platforms, a cocktail event and micro theater, billboards, a landing page, and both traditional and streaming radio.

## Background & Analysis

### Marketing & Advertising Objectives

- Increase the amount of passengers traveling from Miami to Spain by 10 percentage points by the beginning of January 2019.
- Raise awareness for Air Europa business class tickets and the airline's affordable prices to 80% by the beginning of January 2019.

- Reach 85% of the Miami-dade County millennial between the ages of 22 and 37 an average of 5 times in the months of August, September, October, November, December, January and February.

### Budget Summary

- The client's designated budget for the 7-month media campaign is \$2,000,000 total.

- Working Media \$1,600,000
- Advertising Production \$400,000

### Competitive Analysis

- Focus competitors in this airline category are Iberia and Vueling.
- Market Share: Air Europa is currently not in the top airlines Miami millennials choose to travel with.

### Media Objectives

- Primary Objective: To reach 85% of frequent Miami millennial travelers with the highest concentration 5 times a month for a 7-month period (August through February).
- Rationale: A high primary reach goal is fitting for the intense media strategy that will bring awareness to Air Europa.

### Media Target

#### Target Audience

Pink Panther will be targeting Miami millennials between the ages of 22 and 37 who live in high concentration areas in Miami-Dade County.

### Target Market

Miami-dade millennials between the ages of 22 and 37 who are adventurous, curious, independent, diverse and frugal.

### Measurement Target

Young Adults ages from 22-37 male and females.

### Planning Target

Target Psychographics:

22+ | Frugal | Values Culture | Independent | Adventurous

## **Media Strategies**

### Seasonality & Scheduling

Begin media campaign in late Summer (August 2018) with flight dates through the end of Winter (February 2019) to reach target audience within these months.

### -Rationale

83% of millennials travel between the months of March and April for spring break. 43% of millennials turn to Instagram and other social media channels to find inspiration when planning their trips.

### Geographic Coverage & Emphasis

Scheduled media will be concentrated in the Miami-dade County area for millennials between the age of 22-37 travelers.

## Media Overview

### Target Psychographics

22+ | Frugal | Values Culture | Independent | Adventurous

### Problem

We are advertising to boost awareness for Air Europa. Based on our research, the majority of people in Miami are not aware of the brand.

### Insight

You can experience Spain even before you arrive in Europe.

### Strategy

To give potential customers a taste of the Air Europa experience, we plan on treating them to something they hate to love and can't get enough of - a Telenovela.

## Media Mix

### Digital

Utilize social media such as Facebook, Instagram, Twitter and YouTube. Focus primarily on Instagram and use it as a hero channel. Create English language Instagram, Facebook, Twitter and YouTube accounts. Utilize Facebook, Twitter and Youtube to connect and interact with consumers. Sponsored Ads can run up and down people's news feeds as they interact on social media.

### Guerilla Marketing

Host an event that will introduce the new campaign to employees, and both new and old customers of Air Europa. The Pasión cocktail event will happen the first week of August and feature a micro theater that will consist of a series of 15-minute skits that represent Latin culture.

### Out-of-Home

Promote Air Europa Telenovela episodes on billboard ads, which will be placed on major highways in high concentrated areas in Miami. For example: 826 South towards Miami International Airport.

### Online

There will be a landing page is where Air Europa's entire Telenovela series will live, and it is where consumers will go to watch full episodes. The page will also include a call to action, which will give viewers the chance to book their next flight with Air Europa. Various Google Adwords keywords such as "Spain," "Pasión," "Telenovela," and "Air Europa" will be used, and clickable ads will appear in Google search engine results.

### Radio

15-second spots promoting Air Europa's Telenovela episodes will air in commercial breaks during morning shows such as Elvis Duran and the Morning Show (100.7) and the Power Morning Show (96.5). They will also appear in radio streaming apps such as Spotify and Pandora.

## Recommended Media Plan & Flow Chart

### Plan Budget by Medium

Media	Budget
Digital	\$500,000
Guerilla Marketing	\$220,000
Out-of-Home	\$72,000
Online	\$300,000
Radio	\$425,000
Total	\$1,517,000

### Air Europa Recommended Media Plan

Media	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Cost
Digital								\$300,000
Guerilla Marketing								\$72,000
Out of Home								\$425,000
Online								\$500,000
Radio								\$220,000



# PUBLIC RELATIONS PLAN

## Stakeholders

1. Miami Millennials
2. Miami Press and Media
3. Air Europa Employees

## Overall Goal

The overall goal of our campaign is to increase brand awareness for Air Europa among millennials in Miami. In order to make Air Europa a well-known and recognizable airline in Miami, our strategy includes establishing a social media presence in the U.S, getting Air Europa employees involved with the campaign, and gaining earned media exposure in Miami.

## STAKEHOLDER #1 MIAMI MILLENNIALS

### Description

Adventurous and trendy millennials who reside in Miami.

### Principle Objectives & Issues

- Increase brand awareness since there is currently none.
- Establish a social media presence in the U.S since Air Europa does not have one.
- Engage stakeholders to create a strong brand personality in the U.S.

### Primary Methods of Engagement

- Instagram
- Social media influencers
- Social media contest

### Key Performance Indicators

- Gain 30,000 Instagram followers in 3 months (August-November)
- Increase brand mentions by 30%
- Have 15,000 entries submitted for the social media contest

### Primary Engagement Plan

1. Create an Air Europa USA account where all content will be posted in English.
  - a. Content posted on this account will document videos and images from the "Fly with Pasión" campaign. The account will also repost user-generated content.
2. To gain followers and attention to the new English account, we will host a contest on Instagram promoting the campaign called "Share your Pasión."
  - b. Users will upload short videos of their own telenovela creations to enter to win a trip for two to Spain.
  - c. Users will use the hashtag #ShareyourPasión to submit their entries
3. Collaborate with a popular Miami-based social media influencer on Instagram.
  - a. The Instagram account @beyondsouthbeach is well-known in the Miami area with over 24,000 followers.
  - b. The owners of @beyondsouthbeach will challenge their followers to participate in the "Share your Pasión" contest through Instagram posts and stories.

## STAKEHOLDER #2 MIAMI PRESS & MEDIA

### Description

Local journalists, reporters, bloggers, and media outlets

### Principle Objectives & Issues

- Gain earned media exposure
- Increasing brand awareness among the press
- Publicize the "Share your Pasión" social media contest

### Primary Methods of Engagement

- Press kits
- Story pitches
- Event invitations

### Key Performance Indicators

- Have 15 published articles and blog posts on Air Europa
- Have 70% of bloggers and journalists who receive the press kits post about them on social media
- Increase branded search by 40%

### Primary Engagement Plan

1. In order to get travel bloggers and journalists excited about flying with Air Europa, we will send them unique and creative press kits.

a. Air Europa branded carry-on luggage with assorted items synonymous with airplanes and Spain inside.

i. a blanket, eye mask, pillow, headphones, Spanish candy and a bottle of red sangria.

ii. a booklet with detailed information on Air Europa flights, services, website, and social media accounts.

2. Invite members of the press and media to live telenovela performance "Fly with Pasión" at the Micro Theater Miami
3. Pitch the "Share your Pasión" social media contest to travel bloggers

### Press Kit Example



## Press List Example

Name	Position/Outlet	Phone Number	E-mail
Keren Weiner Escalera	Blogger, Miami Curated	786-553-5965	karen@miamicurated.com
Matt Meltzer	Author, Thrillist	212-966-2263	matthew.meltzer@gmail.com
Chabeli Herrera	Reporter, Miami Herald	305-376-3730	cherrera@miamiherald.com
Vanessa Pascale	Editor in Chief & Senior Writer, Miami Living Magazine		vanessa@miamilivingmagazine.com
Carolina Lindo	Style and Travel Blogger, www.imnotsorrydarling.com	Instagram: @imnotsorrydarling	imnotsorrydarlingblog@gmail.com
Daniela Moreno	Style and Travel Blogger, Iron N Salt	Instagram: @ironnsalt	Contact@ironnsalt.com

## Event Invitation Example



## STAKEHOLDER #3 Air Europa Employees

### Description

All Air Europa employees who work on the flights to and from Miami or reside in Miami.

### Principle Objectives & Issues

- Increase awareness of the campaign to the company's employees
- To ignite passion in employees
- Maintain employee involvement

### Primary Methods of Engagement

- Emails
- Event Invitations
- Luncheon

### Key Performance Indicators

- Lower employee turnover by 10%
- Increase employee satisfaction by 20%

### Primary Engagement Plan

1. Send out an email to employees announcing the campaign and inviting them to a celebration luncheon
2. At the luncheon, employees will get a first look at the commercials and advertisements being used for the campaign
3. Invite employees to the "Fly with Pasión" performance at the Micro Theater Miami

# Stakeholder Map





# COMPENSATION POLICIES AND PRACTICES

Pink Panther believes in creating a unique relationship with each client to ensure efficiency, effectiveness and success. Our team of industry specific talented professionals creates realistic timelines that allow successful deliveries that stretch your budget to maximize your results. Pink Panther ensures that compensation structures are customized to the client/agency relationship, the scope of work and the desired KPIs.

## Models of Compensation

### Fixed Fee

Pink Panther uses this model for all major projects. The scope of the project is clearly defined, and we are tasked to deliver a designed set of assets and meet a number objective. This model gives the client a clear time and budget required to complete the project and is used for projects that have a clear beginning and end.

Under this model, Pink Panther estimates hours allocated to work on the project and bills the client an hourly rate for the agency personnel assigned to work on the project.

### Time and Materials

Pink Panther uses this model to bill the client for the actual hours spent on the project. This model enables the client to manage the scope with more flexibility and without predefined requirements in advance.

Pink Panther presents the client with an initial estimation that includes the time needed to complete the project. Initial estimates are created based on the assumed scope and deliverables required. On a monthly basis, a bill is provided with the rates, hours and employee names who worked on your project.

### Retainer

Pink Panther uses this model to ensure that specified tasks are completed in a specific period of time while maintaining flexibility to adjust the priority or working projects. This model is used when a portion of the scope is not defined or if a general understanding of the strategies is known, but the tactics, deliverables or milestones are unknown.

Under the model, Pink Panther becomes the AOR and we become an extension of your team, both aligned against stated business goals. Based on the scope defined at the beginning of the contract, Pink Panther estimates the amount of time to complete the project. The scope is included in the contract and is used to measure the performance of the team.

Unless otherwise directed by our clients, Pink Panther does not charge commissions on projects. Compensation is based on the anticipated agency service fees needed to effectively manage the client account.



# AGENCY RATES

### Account Management

- Account Director \$200

### Brand & Product Design

- Director of Brand & Product Design \$410
- Creative Director, Visual Design \$330

### Planning/Strategy

- Planning Director \$270
- Research \$140

### Creative Services

- Senior Art Director \$180
- Senior Copywriter \$180

### Social

- Director of Social Marketing \$330

### Media

- Director of Media \$220

### Public Relations

- Director of Public Relations \$220

### Print Production

- Director of Print Production \$250

### Broadcast Production

- Director of Integrated Production \$420



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# STUDENT BIOS



**Samantha Atherley** earned her Bachelors in Communications from Florida International University. She previously attended Florida State University where she earned her Associate of Arts degree. Samantha has worked on marketing and social media initiatives for several large and small businesses such as Tinder, LiaBella Jewelry, and BHRUASNHD. She is currently looking for a full-time internship or job position in marketing, social media, or public relations.

**[satherley2014@gmail.com](mailto:satherley2014@gmail.com)**

**Juan Munevar** was born in Bogota, Colombia and is a graduate of Florida International University with a Bachelors of Communications in Advertising, a marketing minor and a film certificate. Juan is also the Creative Film Director for the American Marketing Association where he had one award for best recruitment video. Juan currently works in AB&A Advertising Agency as a multimedia artist. He hopes to mix his love of advertising and filmmaking and work in the film industry.

**[jmune005@fiu.edu](mailto:jmune005@fiu.edu)**



**Ranjana Naik** is an award-winning advertising creative from New York. She is currently completing her portfolio program in Copywriting at Miami Ad School and Master's Degree in Global Strategic Communication from Florida International University. With prior extensive experience in fashion editorial and marketing, Naik hopes to pursue a full-time career in high fashion advertising after completing her degree. A fun fact about her is that her name translates to "Delightful Leader" in Hindi.

**[hello@ranjana.me](mailto:hello@ranjana.me)**

**Taylor Parr** was born and raised in Miami, Florida. She is a graduate from Florida International University with a bachelor's degree in public relations and a minor in social media and e-marketing analytics. With her combination of a public relations, social media and e-marketing analytics degree, her goal is to work for a fashion company's public relations department. She is currently a part-time associate at Oberhausen Marketing and Public Relations, but plans on moving to Spain within the next year to pursue her dream of becoming a language and cultural assistant.

**[taylormparr@gmail.com](mailto:taylormparr@gmail.com)**



**Karina Pino** is an avid researcher and creative thinker who was born and raised in Miami. She has a Bachelor's Degree in Mass Communication from Florida International University, where she completed a major in Advertising and a minor in Social Media and E-Marketing Analytics. She has worked as a Community Manager at Republica LLC, an independent multicultural agency in Miami, for one year. It is in this role that she has discovered her love for research, particularly social listening. This May she is moving to New York City, where she will work as a Junior Associate for 360i's Insights and Planning team.

[karina.pino@comcast.net](mailto:karina.pino@comcast.net)

**Naomi Samuel** is a Miami native with a Associate's degree from Broward College and a Bachelor's degree in Public Relations with a minor in General Marketing from Florida International University. Naomi will be attending Law school in Fall of 2019. In the meantime she is working closely with Eat Laugh Meditate, who connects empowering women with each other all over the world. As well as John James PR on upcoming Fitness Expo events. Naomi is currently searching for a full-time Public Relations position in a lifestyle and travel agency.

[Nsamuel1020@gmail.com](mailto:Nsamuel1020@gmail.com)



**Alexa Sandoval** is an experienced graphic designer and currently an art director in the making. Alexa is working on a Master's Degree in Mass Communication and Art Direction at FIU and Miami Ad School. Her passion for innovative concepts, dynamic visuals, effective strategies, handicrafts and chocolate has made her an experienced and visionary designer. She will be finishing her graduate studies in August of this year and plan to pursue a career in an advertising agency as an art director.

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