

PROMOTION OF AIRLINE COMPANIES BY MEANS OF ADVERTISING

A. S. Ilyashenko

*Belarusian State University, Nezavisimosti Av., 4,
220030, Minsk, Belarus, arianna3003@mail.ru
Supervisor –S. A. Shurko, Senior Lecturer*

This article discusses the significant role of social media in connecting airline companies with customers and highlights the growing market value of social media advertising. It emphasizes the credibility of social media in improving company's image. It also helps to increase brand loyalty, and enhance customer relationships. The article acknowledges the rise of online consumers and the central role of mobile phones in people's lives, making social media an essential tool for companies to reach customers globally.

Keywords: advertising company, airlines, social media, brand loyalty, customer relationships, marketing behaviour, online consumers, customer connection, marketing strategies, successful advertising airline campaigns, promotion.

ПРОДВИЖЕНИЕ АВИАКОМПАНИЙ ПОСРЕДСТВОМ РЕКЛАМЫ

А. С. Ильященко

*Белорусский государственный университет, пр. Независимости, 4,
220030, г. Минск, Беларусь, arianna3003@mail.ru
Научный руководитель –С. А. Шурко, старший преподаватель*

В данной статье рассматривается значительная роль социальных сетей в установлении связей между авиакомпаниями и клиентами и подчеркивается растущая рыночная ценность рекламы в социальных сетях. В статье подчеркивается, что средства массовой информации завоевали доверие в улучшении имиджа компании, повышении лояльности к бренду и укреплении отношений с клиентами. В статье приводятся данные роста числа онлайн-потребителей и показана центральная роль мобильных телефонов в жизни людей, что делает средства массовой информации важнейшим инструментом для компаний, позволяющим им выходить на клиентов по всему миру.

Ключевые слова: рекламная компания, авиакомпании, средства массовой информации, лояльность к бренду, взаимоотношения с клиентами, маркетинговое поведение, онлайн-потребители, связь с клиентами, маркетинговые стратегии, успешные рекламные кампании авиакомпаний, продвижение.

Social media is a powerful source for companies to deliver their products and services to customers. One survey indicated that in 2021 the global social media advertising market valued at 181.2 billion US dollars. By 2026, companies will have spent up to 20.5% of marketing budgets on social media [1].

Social media has gained credibility in creating company image, increasing brand loyalty, and improving customer relationships. Customers choose airlines taking into account marketing behaviour and advertising activities. In the era, where the number of online consumers is increasing every day, mobile phones have become at the center of public's attention. With the help of new applications, social networking sites and well-functioning websites, companies can reach customers from all over the world momentarily.

Around 900 million people are Facebook users, around 100 million has profiles on Instagram, and over 300 million uses Twitter [2]. The ability of social media to support many customers can be proved by the fact that customers can decide to buy if they get information and recommendations from other users' experiences on social media.

In today's digital age, social media has become a powerful tool for businesses in connection with their target audience and maintenance of relationships. However, the significance of social media extends beyond customer engagement and brand loyalty. It also plays a crucial role in customer service, particularly in industries like aviation.

Customer service is enormous in the airline industry, where airlines strive to provide exceptional experience to their passengers. Social media platforms have emerged as an effective means for airlines to address customer queries, resolve issues, and gather feedback in real-time [3].

Considering the impact of advertising media on passengers' airline choices, this study aims to delve deeper into the role of social media in shaping consumer decisions. By examining the degree of influence exerted by different advertising means, including social media, the study intends to provide valuable insights into the effectiveness of social media platforms for airlines and their marketing strategies.

First of all, we are going to analyse the most successful advertising airline campaigns in 2024. The following peculiar features were outlined in these campaigns that brought success to these companies and played a key factor in their promotion.

1. Emirates Airlines Uses Contrast to Showcase Its Luxurious Planes.

Emirates Airlines stands out by employing the strategy of contrast in its commercials. By featuring renowned personalities like Jennifer Aniston in a luxurious setting, they create a stark contrast that highlights the opulence of their planes. This not only attracts attention but also conveys the message of exclusivity and comfort. This strategy can pick the interest of a wealthy and affluent audience, seeking luxury travel options [4].

2. Lufthansa Uses Humour to Connect with Audiences.

Lufthansa takes a light-hearted approach by infusing humour into their commercials. In the "Facing your Idol" commercial with FC Bayern Munich,

they showcase a humorous encounter between a fan and his idol during a flight. It entertains and creates a positive association with the brand, making Lufthansa memorable to viewers.

3. Turkish Airlines Sees Face-Off Between Two GOATS.

Turkish Airlines pays homage to legends Leo Messi and Kobe Bryant, bringing them together in an epic commercial that celebrates the spirit of greatness. This collaboration captures attention and aligns Turkish Airlines with the essence of legendary achievements.

4. Virgin Atlantic Sees the World Differently.

Virgin Atlantic encourages viewers to see the world differently in a visually stunning commercial. Captivating visuals and a unique perspective set Virgin Atlantic apart, inspiring those seeking a different view of the world.

Thus, Emirates Airlines, Lufthansa, Turkish Airlines, and Virgin Atlantic, each employs distinct advertising strategies to promote their brand and connect it with their audience.

Emirates Airlines stands out by using the strategy of contrast in its commercials. By featuring renowned personalities like Jennifer Aniston in luxurious settings, they create a stark contrast that highlights the opulence of their planes.

Lufthansa takes a light-hearted approach by infusing humour into their commercials. In their "Facing your Idol" commercial with FC Bayern Munich, they showcase a humorous encounter between a fan and his idol during a flight.

Turkish Airlines pays homage to legends Leo Messi and Kobe Bryant in an epic commercial that celebrates their greatness. By bringing these two iconic figures together, Turkish Airlines captures attention and aligns itself with the essence of legendary achievements.

Virgin Atlantic takes a visually stunning approach to its commercials, encouraging viewers to see the world differently. By showcasing captivating visuals and offering a unique perspective, Virgin Atlantic aims to set itself apart from other airlines [5].

Having analysed these examples, we may phrase the following:

Emirates Airlines uses Contrast, featuring celebrities in luxurious settings; Lufthansa focuses on humour to create positive associations; Turkish Airlines reflects homage and celebrates greatness; Virgin Atlantic stands on unique perspective, inspiring viewers to see the world differently [6].

Moreover, it's worth noting that almost all of the commercials depict children. Now we will observe the reason of implementing this technique in airline advertising campaigns.

Russian sociologists as well dwelled on the topic "Children as a Mechanism of Advertising" [7]. They say that the reason for children appearance in advertising is a well-known psychological effect [8]. Its essence is that children

themselves are a very powerful catalyst for positive emotions. Negative children reviews and vice versa generally positive emotions coming from children, increase the popularity of goods and services [9].

This is why we can often see children's faces in advertisements. The above mentioned airline advertisements are not an exception.

In conclusion, advertising campaign plays a vital role in the success of airlines. Effective advertising strategies help airlines to differentiate themselves in a competitive market, build brand awareness, attract target audience, and ultimately drive business growth. Therefore, investing in strategic and creative advertising is crucial for airlines to stand out, maintain a competitive edge, and achieve long-term success in the industry.

References

1. Social media effect on purchase intention: jordanian airline industry [Electronic resource]. URL: <https://www.icommercecentral.com/open-access/social-media-effect-on-purchase-intention-jordanian-airline-industry.php?aid=87134> (date of access: 08.04.2024).
2. Bangkokbiz. Global Digital Report 2021 [Electronic resource]. URL: <https://www.bangkokbiznews.com/lifestyle/958161> (date of access: 12.04.2024).
3. Current Issues in Tourism [Electronic resource]. URL: <https://www.tandfonline.com/toc/rcit20/21/9> (date of access: 08.04.2024).
4. 10 of the Best Airline Commercials [Electronic resource]. URL: <https://www.teгна.com/advertise/airlines-commercials> (date of access: 16.04.2024).
5. Global Air Transport Management and Reshaping Business Models for the New Era [Electronic resource]. URL: <https://www.igi-global.com/book/global-air-transport-management-reshaping/290553> (date of access: 16.04.2024).
6. Structure and development of social schemata: Evidence from positive and negative transfer effects [Electronic resource]. URL: <https://psycnet.apa.org/record/1985-19272-001> (date of access: 10.04.2024).
7. *Какаулина К. А.* Дети как механизм рекламы // Молодой ученый. 2018. № 32(218). С. 77–78.
8. *Fiske, S., & Linville, P.* What does the Schema Concept Buy us? // Personality and Social Psychology Bulletin. 1980, 6(4), P. 543-557.
9. A typology of consumer strategies for resisting advertising, and a review of mechanisms for countering them [Electronic resource]. URL: <https://www.tandfonline.com/doi/full/10.1080/02650487.2014.995284> (date of access: 15.04.2024).