

## Overview

- Established in 1933 by the Turkish State, Turkish Airlines (THY) started with 5 planes.
- Today, it is the **fourth** largest airline carrier in terms of coverage, flying to 247 destinations across 108 countries.
- Profits of 172 USD million in first half of 2014.

- They specialise in high quality service which gives them a competitive edge over their rivals.
- THY is the national flag carrier for Turkey and their base airport is in Istanbul.

- Turkish Airlines has been awarded 'Best Airline in Europe' 3 years in a row as of 2013.
- THY is the fastest growing airline in the aviation sector, and are currently looking to expand their range of destinations in the Middle East, Africa and South America.

## Widen Your World

- Launched in December 2013, Widen Your World is the current advertising campaign of Turkish Airlines.
- This campaign consists of three interconnected ads featuring sports celebrities, social media competitions, a blog and an interactive travel journal with various destinations entries.
- Widen Your World emphasises the airline's global reach and award-winning services, with the objective to attract their passengers to explore new, exotic destinations while receiving a top air-travel experience.
- Besides highlighting THY's global reach, the campaign also provides a smile for the viewer, with the invitation to "Widen Your World".

## Target Market

- **The Culturally Curious.** "We travel to create new paths to possibility and to expand our minds. To be electrified and magnified" - Turkish Airlines
- **The Global Market.** They are after people adventurous enough to try new places out. It is all about being hungry for different cultures and new experiences, as well as standing out from the crowd and ordinary destinations.

## Marketing Tools

- By releasing a **three-episode mini series of adverts** depicting a friendly rivalry between sports superstars Lionel Messi, Kobe Bryant and most recently, Didier Drogba, Turkish Airlines engages with potential passengers in a lighthearted mood.
- **Celebrity endorsement** creates a global appeal, making their adverts entertaining and memorable for a wider demographic.
- The campaign has a **blog** where flyers are able to share their experiences of new locations they have visited as a result of THY. This is used to encourage and inspire readers to 'widen their world'.
- Using the **current trend** of the 'selfie' engaged younger audiences and increased the shareability of the campaign
- **Social media** such as Instagram and Facebook were used to engage audiences by posting photos of locations provided by the airline.

## Turkish Airline: Widen Your World

+ The launch timing of the "selfie" and "hashtag" ads were great as these trends were increasingly popular at that point. Sometimes companies tend to use trends after their peak popularity and it does not appeal to the consumer as much.

+ The type of ads posted on YouTube were lighthearted and entertaining, suitable for that audience. The selfie shootout advert became the most viewed ad in YouTube in 2013 with 137,471,078 views, and their #EpicFood ad reached over 61,000,000 views in 2014.

+ Their brand ambassadors (Messi, Bryant and Drogba) are all top athletes who are at the peak of their careers. Their success parallels with that of the airline, and indicates their objective, that of being best on what they do.

- Although their blog is very well developed, more of their destinations could be added and promoted, in order to encourage more consumers to travel to such places and share their experiences.

## Improvements

- Turkish Airlines could have included a **range of celebrities** to broaden the brand appeal such as females or non-sports related figures.
- This campaign could become **more tailored to the older market**. Whilst their use of the 'selfie' trend and social media successfully generated attention for the campaign, this was more appealing to a young market than an older one. As Turkish Airlines specialises in service quality, it offers luxury prices which is more affordable for an older market. This market could have been attracted through the use of advertisements on the web or newspapers.
- On Instagram and Facebook there could be **direct links** to the THY website where consumers could make bookings. This would encourage spontaneous trips, complimenting the campaign objective of encouraging their consumers to widen their world.

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# Tools

Series of adverts depicting a team of stars Lionel Messi, Kobe Bryant, and Drogba, Turkish Airlines engages the viewer in a lighthearted mood.

emotional appeal, making their adverts more relatable to a wider demographic.

They are able to share their experiences and are visited as a result of THY. This encourages readers to 'widen their world'.

They engaged younger audiences through their social media campaign.

Instagram and Facebook were used for posting photos of the airline.

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