

# EFFECTIVE, TARGETED ADVERTISING TO AIRLINE PASSENGERS

INCREASE AWARENESS. INCREASE RESPONSE.

*"We achieved a redemption rate of 10.5%. We're delighted with the results."*

*Alan Chambers  
Business Development Manager  
TTT Moneycorp*

1000's of **AIR TRAVELLERS** sign-up each day to take advantage of the mobile services we run for **LEADING TRAVEL BRANDS** ... because, for travellers, we make keeping on top of their travel plans as simple as checking a text message.

Travellers signing up for our services agree to receive a small amount of relevant advertising during their trip.

## ADVERTISE TO A RECEPTIVE AUDIENCE ...

- **CONNECT** with opted-in travellers on their departure day
- **TARGET** SMS offers to their mobile phones
- **COMMUNICATE** with travellers at the time when they're most receptive to your messages

## ... ON SERVICES INCLUDING

BAA Flying Messenger at Heathrow Airport



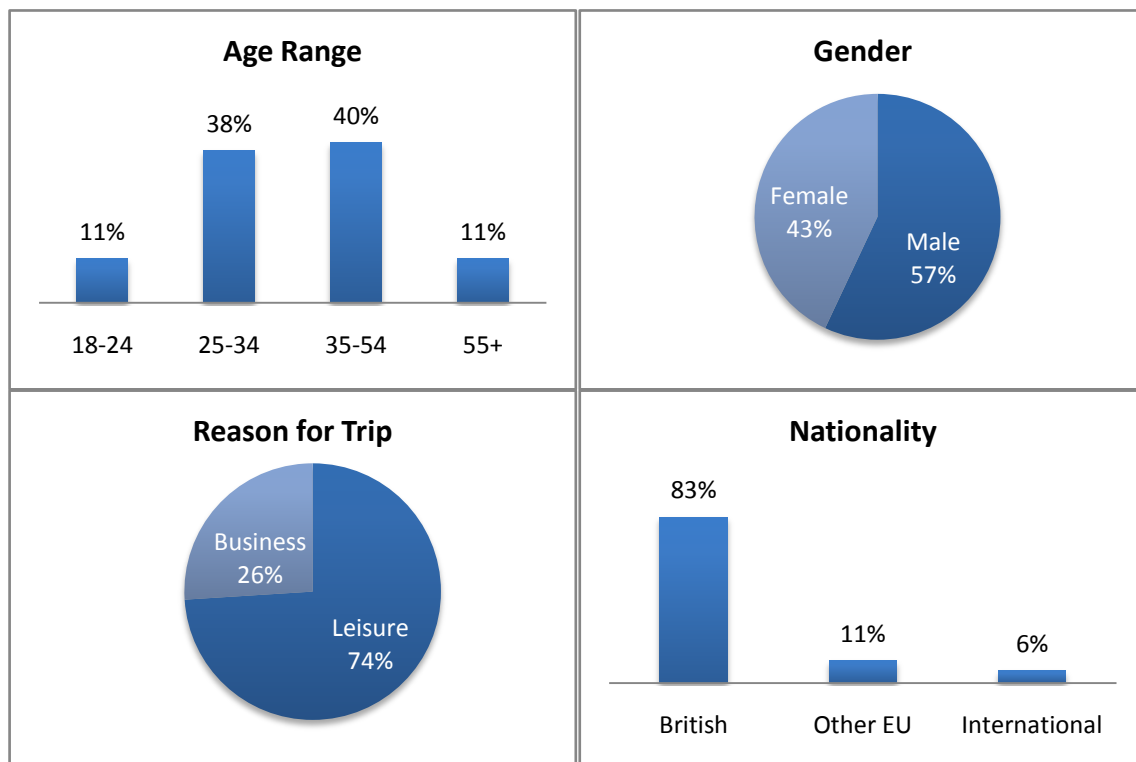
**easyJetText**

easyJetText on all easyJet flights



## PASSENGER PROFILE

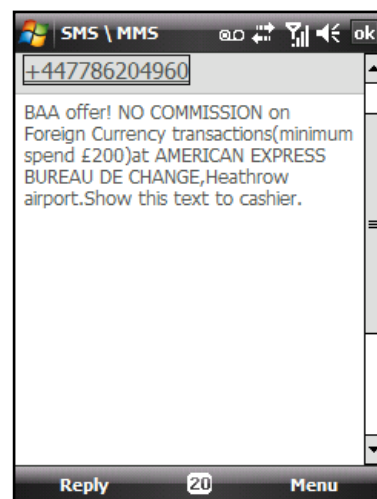
An affluent AB audience with high disposable income:



## CREATING YOUR OFFER

To set-up an offer, follow these 3 simple steps:

- Write your offer copy: up to 160 characters long with a strong call to action.
- Select your target audience (e.g. by departure terminal, destination, business/leisure, male/female)
- Decide when to start your promotion and how many offers to send



We'll automatically send your message to passengers who match your criteria.

## HOW TO ADVERTISE

To request a rate-card or to find out more, please contact Mantic Point on +44 (0) 113 394 4564 or email [info@manticpoint.com](mailto:info@manticpoint.com)