

BRISTOL INTERNATIONAL AIRPORT

CASE STUDY: MOBILE CAMPAIGN INCREASES TAX & DUTY FREE SPEND BY 50%

One of the UK's fastest growing airports; around 7m passengers will pass through Bristol International Airport this year. On the back of this growth, the airport recently completed a major refurbishment and extension – as a result their Tax and Duty Free store is now 50% bigger and offers an even wider choice of quality brands at a fraction of high street prices.

To increase awareness of the value offered by their Tax and Duty Free store, Bristol International Airport is always open to new ways of reaching passengers. easyJet is the largest airline at Bristol, so when Mantic Point introduced them to easyJetText, the airport jumped at the chance to test the effectiveness of this mobile advertising channel.

“Mobile has proved an excellent way of reaching passengers on their departure day”

*Simon Preece,
Head of Retail & Concessions,
Bristol International Airport*

AN EXCLUSIVE OFFER

To entice people into their store and to raise their average basket size, Bristol International Airport put together a special promotion for passengers who'd opted-in to the easyJetText service, offering a £5 discount to anyone spending over £35.

CONNECTING WITH AIRLINE PASSENGERS ON THEIR DEPARTURE DAY

With easyJetText, passengers opt-in to receive flight updates, reminders, and special offers on departure day. They receive this information via a number of SMS text messages, sent to their mobile phones.

easyJetText lets advertisers target their offers to ensure their messages reach the right audience at the right time, with minimal waste.

This means passengers only receive relevant offers that they're likely to respond to.

ABOUT THE SERVICES

easyJetText is a white-label version of Mantic Point's StreamThru service.

Mantic Point operates mobile concierge services for airlines and other travel companies.

Bristol International Airport decided to target their offer at international passengers travelling on certain routes. The 160 character text message offer was sent to selected passengers around 2 hours before their scheduled departure time – catching people at just the moment when their interest in airport retail peaks.

Passengers redeemed the offer by showing their text message to the cashier. The cashier then scanned a barcode by the side of the till to record the discount in the point of sale system. They also recorded the passenger's flight number.

ACCOUNTABLE AND ADAPTABLE

By combining this redemption data with data about when offers were sent, Mantic Point and Bristol International Airport could answer important questions like:

- Which routes perform best?
- What's the best time of the day to make this offer?
- Are there particular days when this offer performs more strongly?

Analysing this information on a weekly basis, Mantic Point and Bristol International Airport optimised the campaign by testing different calls to action and fine-tuning the targeting criteria ... to maximise the campaign's return on investment.

OUTSTANDING RESULTS

As you'd expect with mobile, conversion rates on the campaign were strong ... but the most impressive metric was the average transaction value. **PASSENGERS WHO REDEEMED THE EASYJETTEXT OFFER SPENT ON AVERAGE OVER 50% MORE THAN A TYPICAL TAX AND DUTY FREE STORE CUSTOMER.**

For Bristol International Airport, these results prove that mobile has a valuable role to play in future marketing campaigns.