



BRIEF: SOUNDS OF ART

KLM

KLM Royal Dutch Airlines is one of the oldest airlines in Europe and also in Hungary having direct flights from Budapest since 85 years. With Air France, KLM is at the forefront of the European airline industry. Our company wants to become the most customer-centric, innovative and efficient European network carrier. With smart partnerships KLM offers unique market opportunities and contemporary products for the modern travelers. KLM's customer-oriented service is evidence of its pragmatic and traditional Dutch spirit. With an open-minded and highly tolerant cultural background KLM is always open to creative solutions providing unique customer experiences on high level.

WHAT IS THE ISSUE WE ARE TRYING TO SOLVE?

Airline business is a highly competitive industry also in Hungary. Beside the traditional European airlines (Lufthansa, British Airways), major low-cost airlines (WizzAir, Ryanair, Easyjet) and Gulf carriers (Emirates, Qatar Airways) have also appeared on the market in the last few years.

Our main goals are:

- to stand out of the crowd and increase brand awareness by ensuring unique customer experience.
- Increase sales by educating our customers about the wide range of destination possibilities all around the world

PARTNERSHIP – AUTISTIC ART

Autistic Art is an initiative of Mosoly Otthon Public Utility Foundation established in 2010. It helps people living with autism live in circumstances worthy of human life. The organization offers extraordinary art program for people with special needs. Through art they not just create connection with the world, but also design special artistic premium products for people with sophisticated taste. Autistic Art's aim is to create alternative trend through the power of art where autism is not a handicap but a magical form of inspiration. KLM would like to be a partner in this magical journey by providing customers an extraordinary art experience during their travel.

THE IDEA: SOUNDS OF ART

The longest period when customers are in connection with our brand is the flight itself where the main insights are the followings:

- „I am board, what shall I do?”
- „I already know all the films from the in-flight entertainment system.”
- „It would be great to have wifi on board”
- „Can't wait to arrive and feel the spirit of the city”

Since the spending time is pretty long during the flight our idea is to catch the customers attention and give them a unique experience through art. *Sounds of Art* is a innovative book connected to a specific KLM destination, containing artworks of autistic people. Each artwork is linked with a song that inspires customers on the way to the city they travel. During the flight customers will find these audio books in front of their seats. With a help of a in-built mp3 player and a headset in the book, customers can get prepared spiritually to the city they travel. For example if they are heading to New York, they can listen to Frank Sinatra's New York-New York song and enjoying the connected artwork found in the book. Each book contains 10 songs and 10 visuals all to make customers feel they are already in the desired destination and also it helps to get rid of the boredom during flight. This book helps to extend the travel experience and also to call attention to these special autistic arts. If people want to relive these unforgettable moments after the travel, or if they want to share these moments with their friends they can buy these innovative audio art books not only on-board but also on the KLM and Autistic Art webshops.

USP: Inspiring journeys through the magic of art.

TARGET GROUPS:

KLM's target group is already a selected group of people who are willing to pay for quality thus this is a perfect match to connect them with Autistic Art's premium products. However we considered two specific target groups to be more in line with the demand:

- **AvantgART** is a group of trendy, fashion-sensitive, design-orientated youngsters who are keen on innovations and high-tech devices. They are living in big cities and always seeking for adventures all around the world. They are open-minded and are crazy about unusual ways of entertainment.
- **ClassicART** is group of people who are highly interested in arts. They go to museums and exhibitions regularly and they are following the main cultural happenings. They are interested in every solutions that bring them closer to art. Among their friends they are opinion leaders in terms of culture and arts.

REQUIREMENTS :

Tone: positive, engaging, sophisticated, friendly

Further mandatory elements:

- Logo of both companies (KLM, Autistic Art)
- Please use the attached brand guidelines

MEDIA: Online-focused integrated campaign

We identified 3 main steps of the customer journey lifecycle. The elements of the media-mix are based on these 3 pillars:

1. **Pre-travel:** After booking the flight customers will receive a confirmation email including one of the soundtracks and artworks of the destination they travel so they can get inspiration for the trip. On the social media channels it is also possible to promote the destinations with one of the visuals and tracks. For the pre-travel please consider the following toolkit: EDM, master banner that promotes the *Sounds of Art* with a help of CT to webshop, Social Media, SEO, Adwords
1. **Travel:** During travel each customer can listen to the special audio book. Please design the book taking into account that each book contains 10 songs and 10 visuals. We would like to start the campaign with 5 destinations. Destinations TBD. Production of the books are executed by KLM we only expect to design the digital version of the books.
2. **Post-travel:** After the travel each customer receives a retargeting email. To maintain their interest we recommend them a new inspirational destination with an attached song and visual. Please use the following toolkit: EDM

The main goal of the campaign to create buzz so we would also like to include PR articles and blogosphere.

TIMING:

Campaign is scheduled for 6 months, starting in July 2016. After half year results we will consider to extend the number of books to new destinations.

BUDGET:

20M HUF (VAT not included).