



Case Study: Swissair European Escapes

As we have recently seen, the airline industry is one where swift, positive results are absolutely vital for survival. Seasonality and market conditions create a constantly changing marketing matrix. It takes flexibility, experience, and complete collaboration with one's client to succeed. Our assignment for Swissair was to create traffic during the slower-selling fall and spring seasons.

After internal discussion, research and strategic meetings with the client, we decided to promote and sell a concept we called European Escapes. These "Escapes" were romantic four-day European getaway weekends targeted toward DINKS (double-income, no kids); unmarried couples and empty nesters who have more money than time (Who else could go to Europe for a long weekend?).

Given a tighter-than-usual production budget, and of course very little time, we got creative. Very creative. We used stock or existing photography, and let our writing talents carry the brunt of the communication.

The resulting campaign ran in USA Today, the Wall Street Journal and numerous trade publications. Documented sales increased by 518 percent over the previous year's numbers, when the client was still with its former advertising agency.