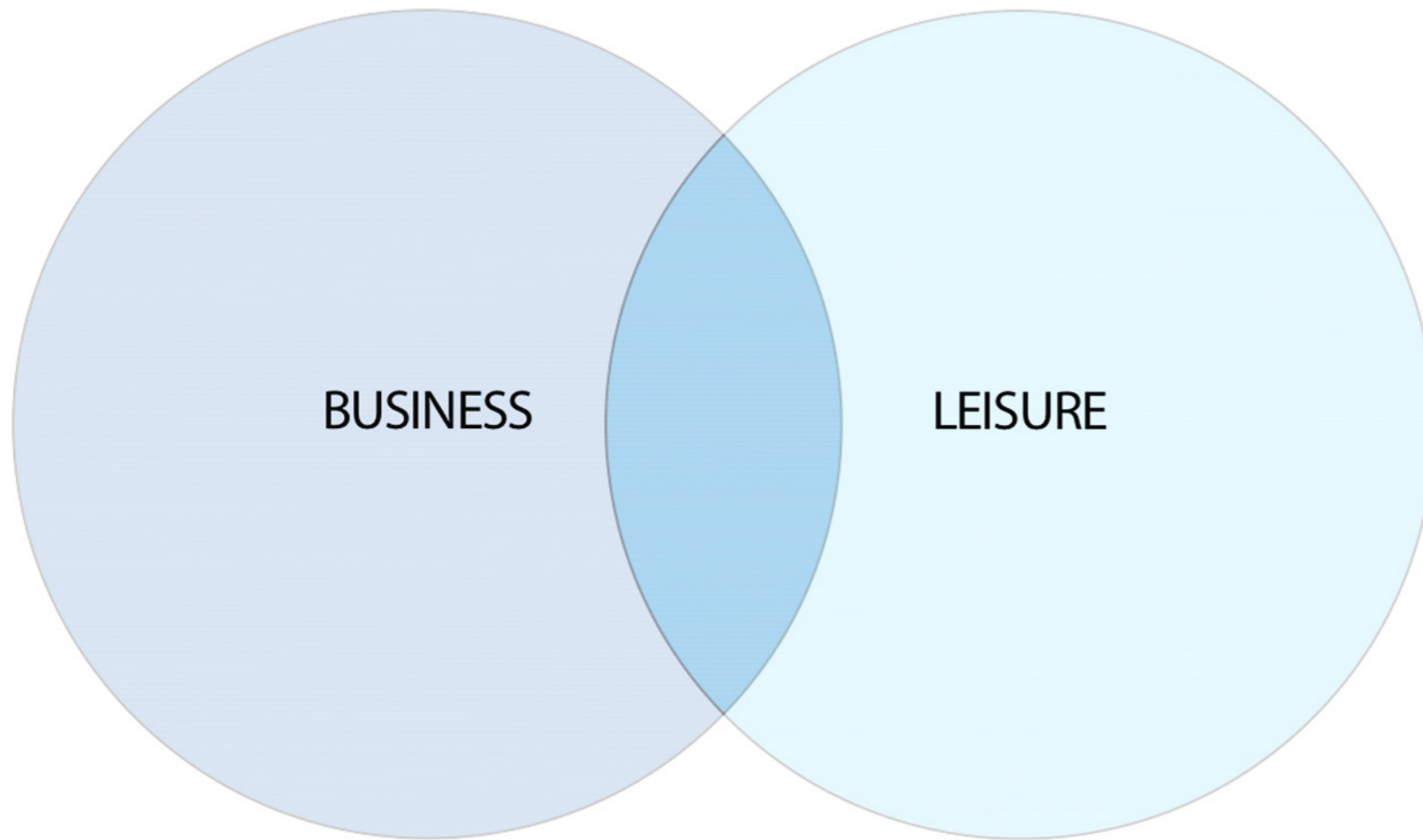




Strategic Presentation - Condensed

Proposition Challenge





flybmi needs to appeal to the leisure traveller without alienating its core audience, the business traveller.


The challenge, then, is to find a proposition that both audiences can comfortably relate to.


Competitor Profile

@flybmi

 3 407 followers


 68,8% are male


 87,2% are married


 26,5% are parents

@flybe

 69 400 followers

 58,5% are male

 79,7% are married

 25,5% are parents

Our audience are mainly skilled professionals. We need a clearer broader appeal.

Flybmi's social audience mainly consists of males in their late twenties that work as seniors in sales, marketing, management and consulting roles making business travels an essential prerequisite. But students are also turning to Flybmi, for purposes of flying home during the holidays or exploring Europe. Teachers might follow a similar pattern and present a valuable segment of prospective customers.

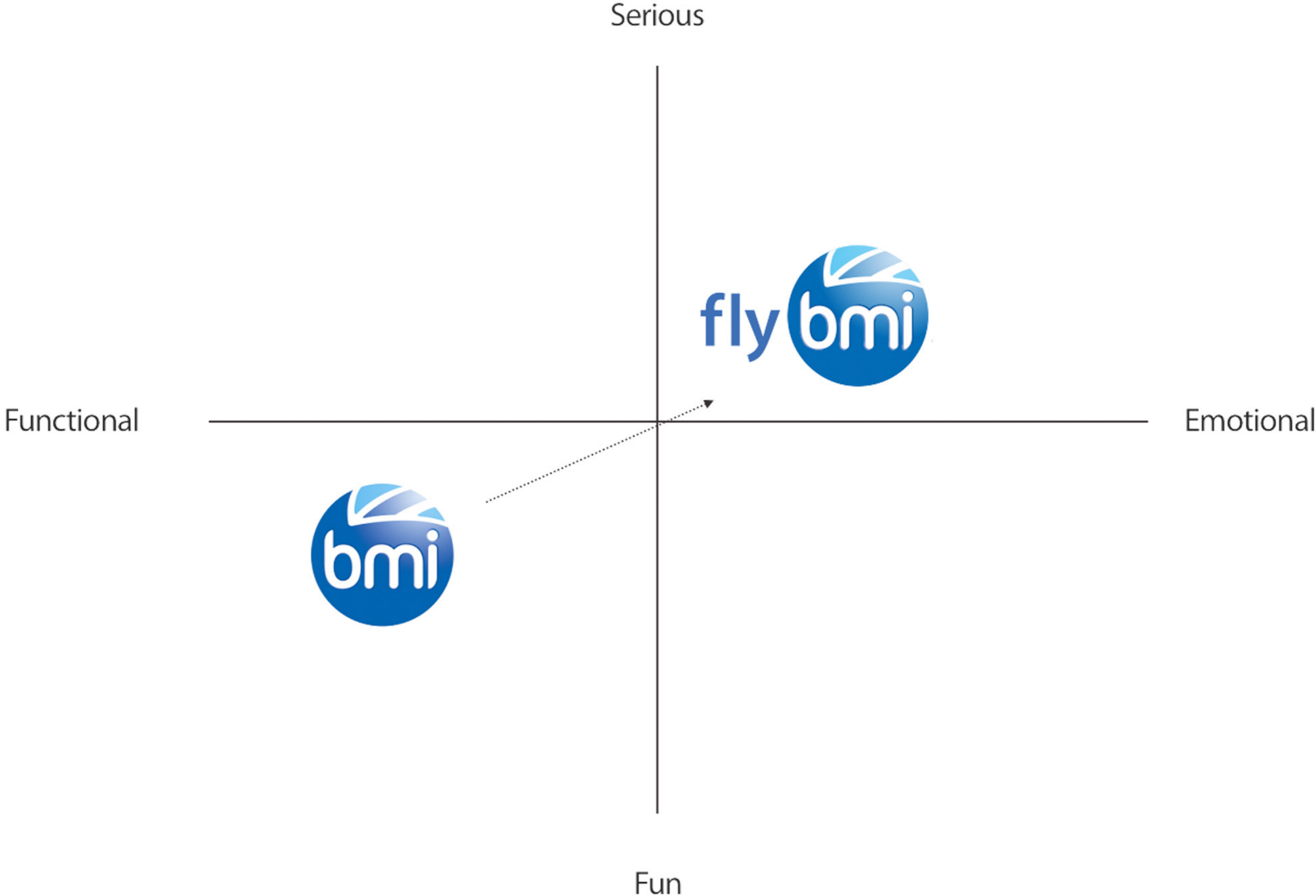
The majority of followers are around London. We need to widen our geographic appeal.

Flybmi has an advantage in cities such as Bristol, Aberdeen and on the continent in places like Zurich. Flybe's social followers are prominent in Belfast, Glasgow, Exeter and Edinburgh.

68.8% of followers are male. We need a better balance.

The Twitter average lies around 46%. More male users visit the site and generate the majority of revenue through online bookings. Females, however, have shown to have a higher ecommerce conversion rate. This may have been influenced by design changes.

Positioning Territory



Passenger Persona



Desired traveller Rebecca Haynes

Age	29
Occupation	Account Manager
Status	In a relationship
Location	Munich, Germany
Archetype	Leisure Traveller

Bio

Rebecca lives near Munich and works for an automotive company. She has noticed the BMI service and is **curious where they could take her**. With some free time available, she's thinking of going somewhere a bit different, or perhaps further afield with her boyfriend.

Rebecca is curious enough to learn about what's on offer in places she might not initially consider, as long as she trusts the information and service from her travel provider.

User Goals

- Explore destination options, perhaps even with connecting flights
- Explore price and date options
- Explore deals with hotels and car rental
- Book for two

Opportunity

"I want to explore more unusual things to do for a short break."

Tone of voice

We summarize our tone of voice as **informal, lively, and erudite.**

Informal

We use language that is familiar, and we convey why our airline provides a better way to fly in a down-to-earth, accessible way.

Lively

We have an energy and charisma that makes us appealing. We have a sense of humour that is never crass or gratuitous. But we are free to add a smile to our messaging where it's appropriate.

Erudite

We are a cut above the competition. So we exhibit a deeper knowledge of our destinations, as well as particular insight into and understanding of our travellers' needs.





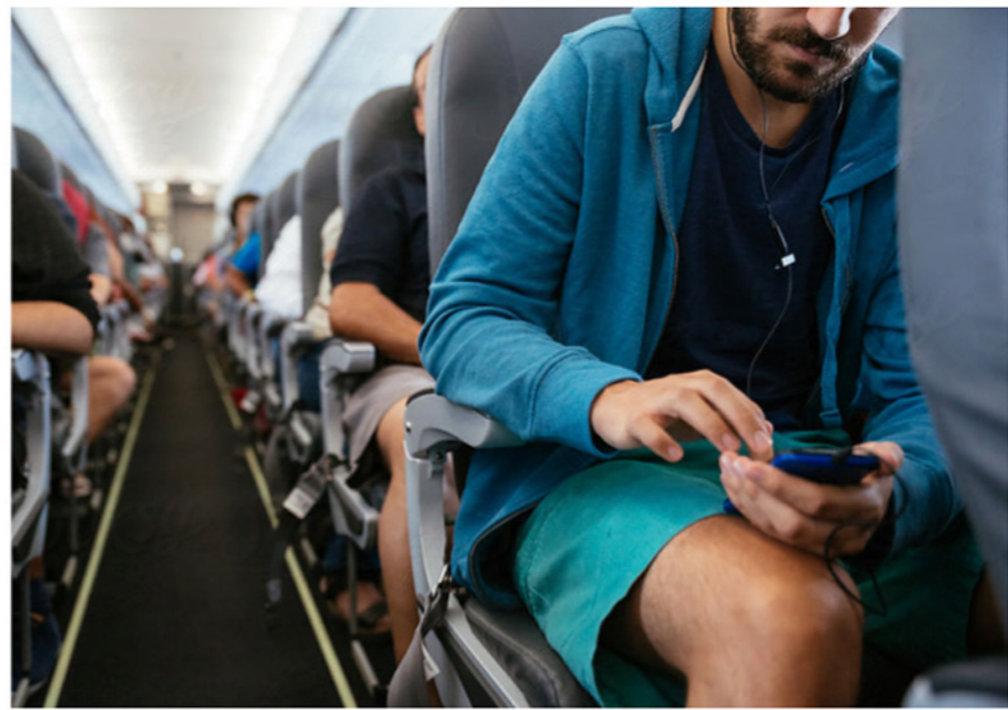
Photography - People

Given that we are positioning ourselves as a more premium service carrier, we want to present our passengers in a similar way.

Passengers should come across as fashion and image conscious, but in a more everyday way. Their look is simple rather than ostentatious, casual where appropriate, but always well-considered and well-groomed.

Flight attendants are clearly more constrained by their uniforms, so attention should be given to casting men and women who convey the same look in other ways. Make-up should be natural rather than heavy, hair should be well arranged, etc.

Photography - Men



Well cut/well groomed. Business travellers should be presented in both smart and business casual outfits. Age range should aim for early/mid-30s.

Photography - Women



Effortless style whether presenting business or leisure travellers. Limited background information if possible in favour of simple composition.



Photography - Accessories

Idiosyncratic/smart/close ups of well designed objects. Accessories can be shown in situ or presented as specific arrangements. But the feeling is always of a conscious composition.





Photography - Colour & Composition

The vision of the f;lybmi brand is to make travelling a simpler, more pleasant experience. We can reflect this even in the way we use colour and composition in our photography.

We adopt fresh, bright colours, used in contrast to create eye-catching arrangements. We should avoid intricate patterning in favour of flat areas of block colour. The bmi blue appears but does not need to be a dominant tone in every image.

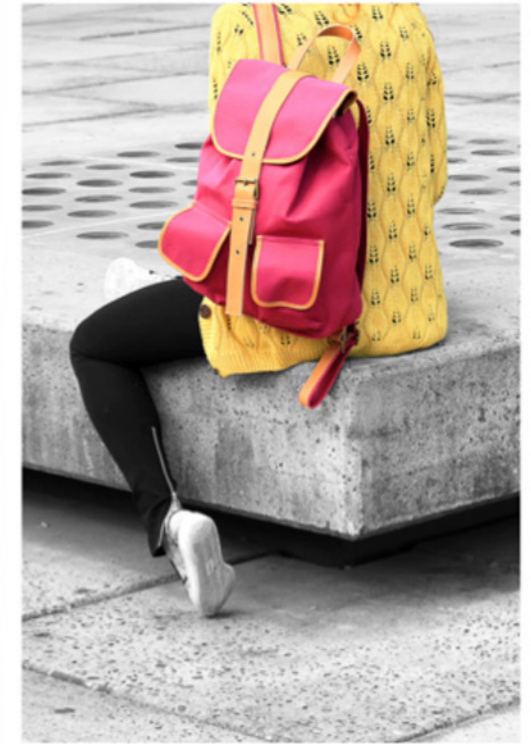
When it comes to composition, we look for simple, graphic arrangements that favour plain, unfussy backgrounds and fewer elements in the frame.

The overall impression is less about capturing an authentic moment, but more of a stylized and positive image of the subject matter.

Photography - Colour & Composition



Simple, strong arrangements with limited colour range and little fuss (e.g. patterning/ intricate design/clutter). There should be an awareness of the space around the subject as much as the subject itself.



Customer Proposition

Encompasses the world of business and the more experimental end of the leisure market.

Enterprising travellers fly bmi

Brand Vision

Enterprising travellers are not ones to follow the crowd. They look for a more meaningful experience. One that improves them, whether that's through work or relaxation. It's less about the places they go and more about what they do and how they feel when they're there.

So we communicate the value of experiences, motivations and sensations more than landmarks and sightseeing.

