SKYCRUISE SWITZERLAND

DOCUMENT 3

ADVERTISEMENT & COMMUNICATION

Example of SKYCRUISE SWITZERLAND's Advertisement Operations in Europe

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3. ADVERTISEMENT & COMMUNICATION

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3.1 THE AIRSHIP AS A MEANS OF COMMUNICATION

The Skyship 600's unique potential as a complete communication tool and its competitive advantages in terms of price/performance due to its size, its technical reliability and, deduced from this, its potential as a strategic tool for large events or everyday communication and advertising are highlighted below.

3.1.1 Effectiveness

In recent years, the airship advertising market in Europe and the USA has grown and many of the world's largest companies have used them for advertising campaigns, e.g. Fuji, Coca-Cola, Kraft, McDonalds, Reebok, MasterCard, Met Life, NBC, Good Year, Mazda, Virgin Atlantic and many more. These companies use airships for all kinds of top events to support their advertising. Numerous studies have shown that this form of advertising not only attracts a high level of attention, but also promotes an unmatched recall effect. The effectiveness of airships has been proven in various markets, as the following statistics and testimonials illustrate:

FUJI

During a nine month campaign in the eighties, Fuji Film was able to increase its market share from 7% to 22% on the US west coast (Source: Airship Industries)

KONICA

The value of unpaid media reporting alone had a value of USD 3,4 million during a six month campaign. Without an airship, Konica would have had to invest this sum in additional marketing measures (Source: Airship Industries)

KRAFT GENERAL FOODS

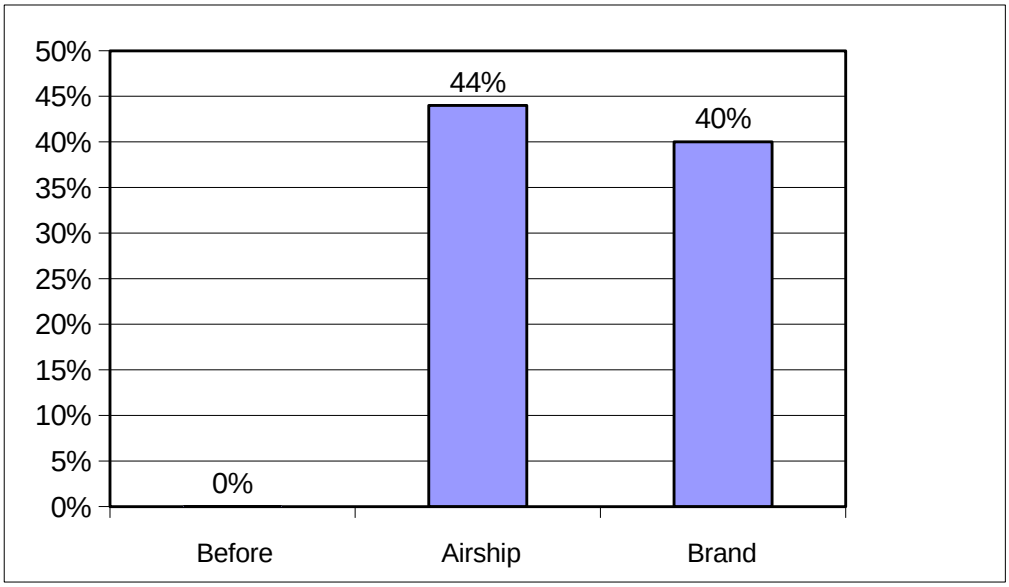
In 1992, Kraft General Foods undertook an aggressive in-store promotion campaign, using the airship as a unifying symbol. The excellent results of the campaign are illustrated by a Price/Performance ratio of 1:8 (Source: The Lightship Group, 1992)

Many such outstanding results have been documented, reflecting the enormous potential of this advertising medium. World-renowned market research institutes such as Nielsen and Millward-Brown have confirmed this in their studies.

ORANGE

Millward-Brown highlighted this in the market entry of the telecommunications company "Orange": The Orange highest brand awareness was attained with the airship (87%) by comparison with the other communication measures used (see chart below):

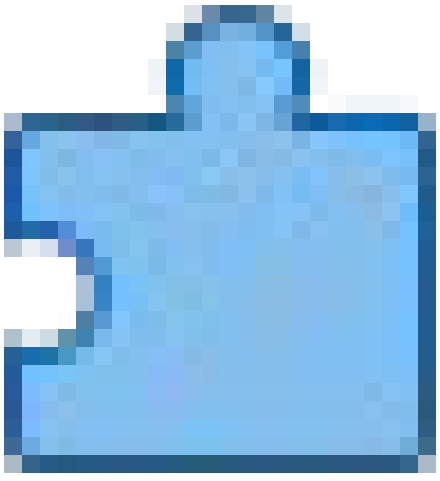
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VEREINTE VERSICHERUNGS AG

The airship can be used alone or in coordination with a mix of other measures. Such coordination needs to be done carefully in order to integrate the different communication tools in an optimal way.

The VEREINTE has opted to use an airship alone: after the opening of the borders to the former East Germany in the nineties, VEREINTE Versicherungs AG used a single airship in a ten-week campaign with no other accompanying measures. VEREINTE successfully trusted in the awareness effect and the sympathy reactions as well as on the many media reports generating additional publicity (see chart below: effectiveness scores of the airship campaign):



The positive result was clearly achieved thanks to the airship used alone. As suggested by the figures in the chart, the brand awareness of the VEREINTE was close to nil before the campaign. After the ten-week campaign, 44% of the participants in the study could remember having seen the airship and 40% could name the VEREINTE in conjunction with the airship.

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KÖNIG PILSNER

A further example of the success of airships in the German markets comes from the König Brewery, Duisburg. For two years, they used an airship as a strategic marketing tool. The campaign was so successful that they were awarded the Sales Cup of the "Lebensmittelzeitung" journal.

Airships are clearly highly successful in promoting brand awareness . The unaided reminder value increased in this case in Lübeck from 13% to 21% and in Berlin from 17.7% to 32.2% (Source HORIZONT No. 24/99).

3.1.2 Statements

The following selection of statements illustrates the effectiveness and fascination of Skyships:

"A particular strength of the airship is the memorable nature of its publicity. All other mass media – in particular free-standing advertising panels – are passive by comparison. The power of the airship reduces the need of numerous other publicity measures. This is a decisive factor in its favour."

Taylor Ingrahan, Marketing Director- Virgin Atlantic Airways

„An unexpected additional value in the use of the airship was the extraordinary impact of the VIP flights. To be honest, we have never had such a positive echo from any of the other events we have organized over the past years."

John G. Barclay, President of Olympic Advisors - Barcelona 1992

„The media value alone that was generated for the Family Channel is three times as high as the expenses for the airship. And this is on top of all the outstanding corporate and publicity activities which we were able to implement thanks to the airship".

Eileen Carpenter – The Family Channel

There was also an independent market research study carried out in Sydney (Australia) [source: "Philipp Roth, Airship Support International] where the effectiveness of airship advertising was confirmed in a series of independent market studies. These results are the main reason why most airship companies derive their main income from advertising. Airships are excellent camera platforms for sporting events and the commentary and images of the airship within the TV broadcast provide a valuable bonus for products and their immediate presence.

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3.2 BRANDING

Branding a Skyship usually requires a space in a hangar. There are 3 basic options:

3.2.1 Painting the whole ship:

Painting may be chosen for long-term contracts where a fully coloured ship is desired:

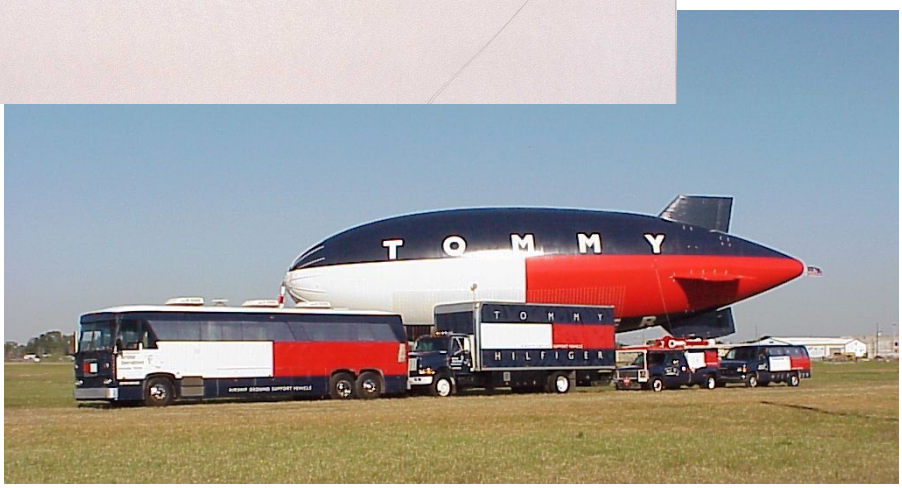
Advantage: any phantasy-design possible, long life, relatively cheap production, "total branding" (including fleet, uniform, etc.) possible

Disadvantage: relatively high weight (ca. 230 kg) reduces the passenger capacity, paint is difficult to remove and clean from the envelope

Examples:



Pink Floyd



Tommy Hilfiger

3.2.2 Decals

Good creative possibilities, high quality in a relatively short time (preparation-time ca. 3 weeks, branding in hangar about 1 to 2 weeks. The price (incl. labour) depends on the total-area of the advertisement: "area-decal" is about € 100.-/ m^2, a decal with digital printing is about € 150.-/ m^2.

Advantage: Good possibilities with photorealistic images (e.g. logos as digital prints) or simple and therefore inexpensive lettering (simple letters on both sides ca. € 30'000)

Disadvantage: Large areas are more expensive, covering the whole ship is more than € 100'000.-)

Examples: Interdiscount, Skycruise Switzerland, Skoda, "The Palm", Allegro (see below)

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Hangarwork on "Globacom"

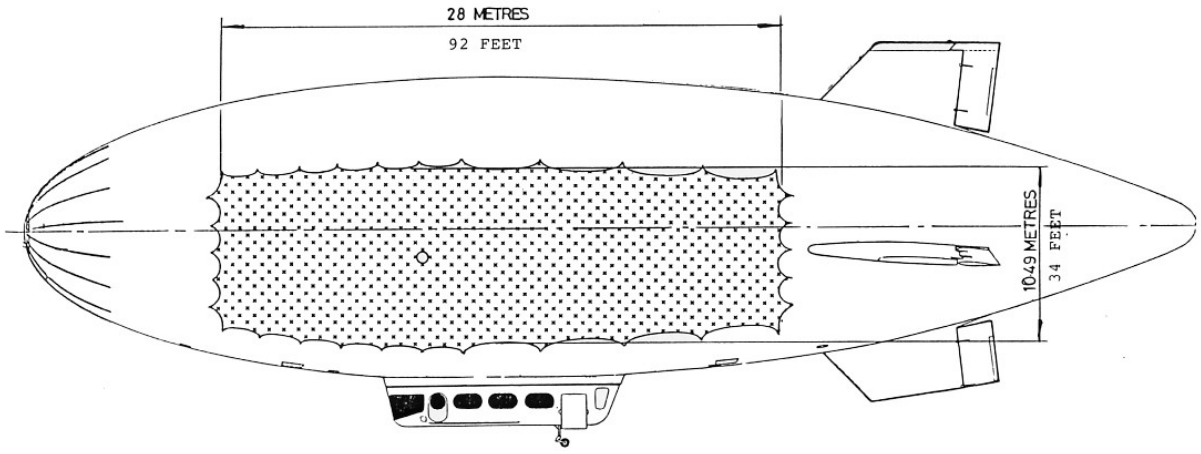


3.2.3 Banners

The banners cover most of the important and prominent sides of the airship. They measure 10 x 28 m (about 34 x 92 ft) and can be used several times depending on the quality. The price depends on the quality and is from around € 15'000.- per pair

Advantage: they can be changed (usually in a hangar), they can be used for topical messages (e.g one message per city), a large advertising surface for relatively little money, and they can be used several times

Disadvantage: Additional weight 2 x 60 kg, used area in relation to possible area is smaller



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Example: Škoda with "**Half-banner**" in combination with decal (full banner up to about upper border of "o" and "a" in "Škoda" on special request of client:



3.2.4 Nightsign

The Nightsign has not been successfully marketed in Europe for many reasons. Its area is the same as the banner area:

Advantage: Virtually any message possible, Nightsign can be placed over decals, excellent visibility at night

Disadvantage: Only at night, therefore less usable, old computer-technology, needs a lot of cabin space and additional power and reduces the payload considerably (weight on both sides about a ton!)

Remark: Will be replaced by daylight Video-screen in the future

Example:



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3.2.5 Some examples and ideas for decal branding (not actually used, just suggestions)







Comments:

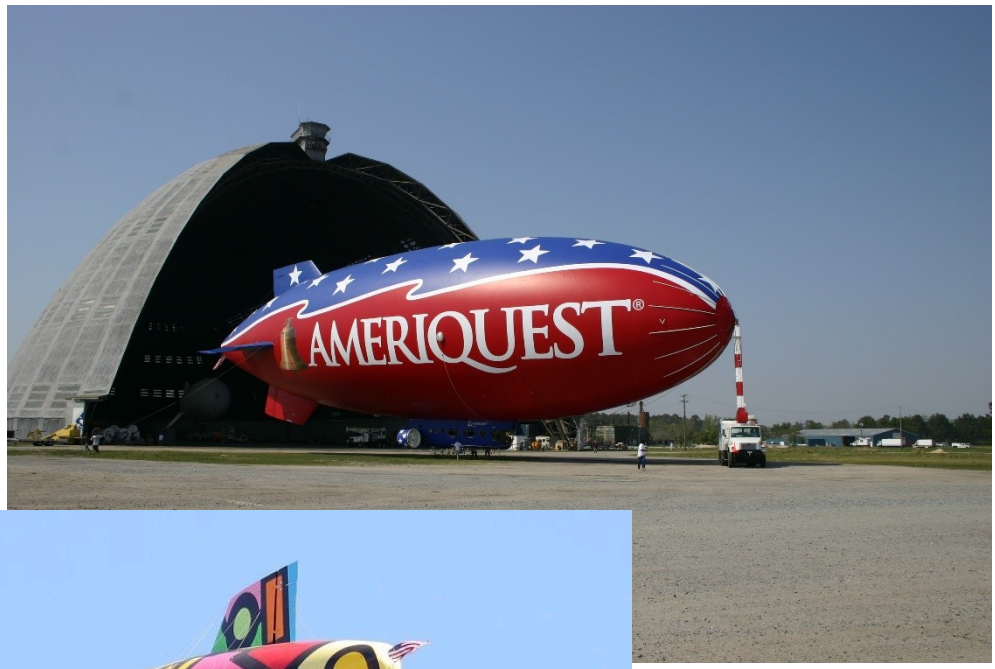
Omega: The watch within the "Omega"-Branding is a "digital-print". Therefore the price for this branding is higher, but very effective, price € 42'000.-

Swiss: A funny idea for a branding (€ 30'600.-

"Swiss-Cheese 1": Surely an "eye-catcher"

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Examples from the USA:







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3.3 SKYCRUISE SWITZERLANDS ADVERTISEMENT TOUR THROUGH EUROPE



The Europe-Tour for Skoda…



(Berlin-Tempelhof)



The Palm Island ship…

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over London and Rome



“Brugal” in the
Dominican Republic



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…and in Poland for Allegro





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Key-figures for Allegro Tour (3.5 months) in Poland by client's agency RODAN

Flights:	308
Invited Guests	1770
Contacts:	19 Mio

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