

VUELING MEDIA KIT

# ADVERTISING MEDIA SOLUTIONS

vueling

QuiverTree  
Media



VUELING MEDIA KIT

# AGENDA

**01** About Vueling

**02** Advertising Media

**03** Case Studies

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# ABOUT VUELING

01

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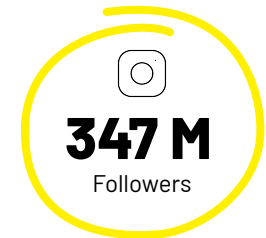
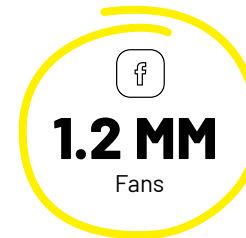
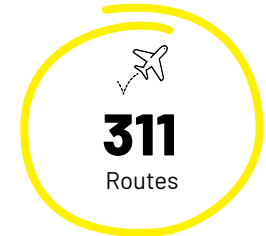
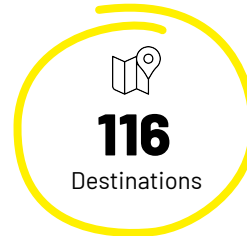
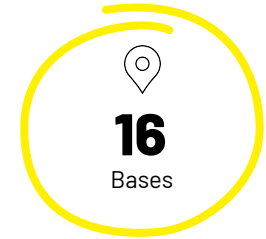
# AIRLINE INFORMATION



**TOP EMPLOYER 2024**

**BEST LOW-COST AIRLINE** in Europe 2021

**EUROPE'S LEADING REGIONAL AIRLINE 2023**



# DESTINATIONS

1<sup>st</sup> SPANISH AIRLINE in number of passengers

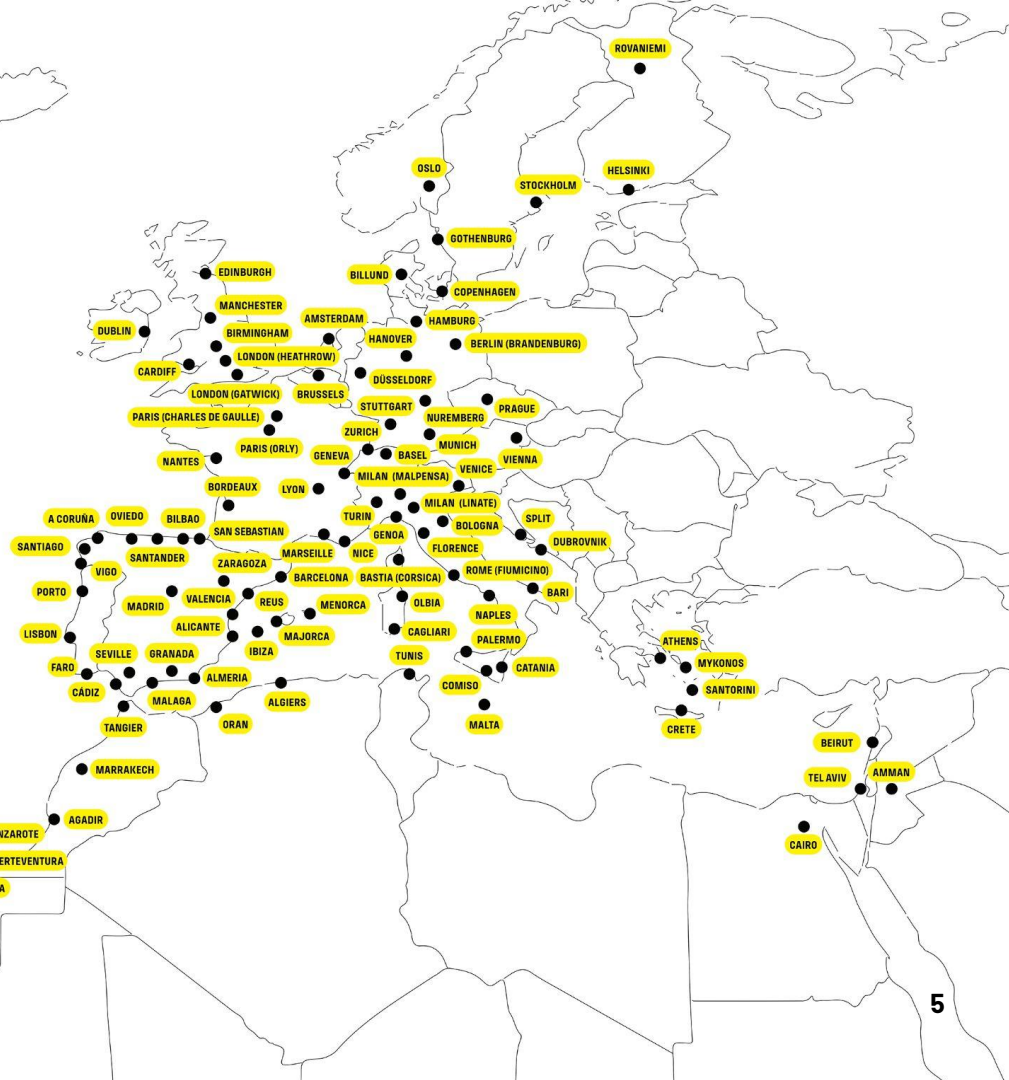
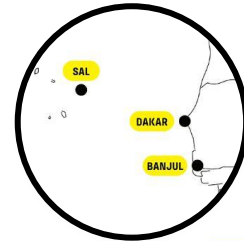
	2022	2023
Ryanair	46.757.321	49.922.456
<b>Vueling Airlines</b>	<b>39.384.423</b>	<b>42.743.967</b>
Iberia	19.279.543	20.654.378
Air Europa	17.358.222	19.036.479
easyJet	15.217.069	10.767.771
Iberia Express	9.530.268	10.299.508
Air Nostrum	8.414.260	8.936.262

## TOP 6 VUELING COUNTRIES

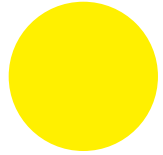
Top countries with more destination flights

\*Percentage over total destinations cities (116)

Spain	20.7 %
Italy	14.4 %
France	9 %
Greece	7.2 %
Germany	6.3 %
UK	4.5 %

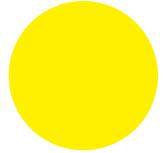


# CUSTOMER PROFILE



**19%** Fly for **business**

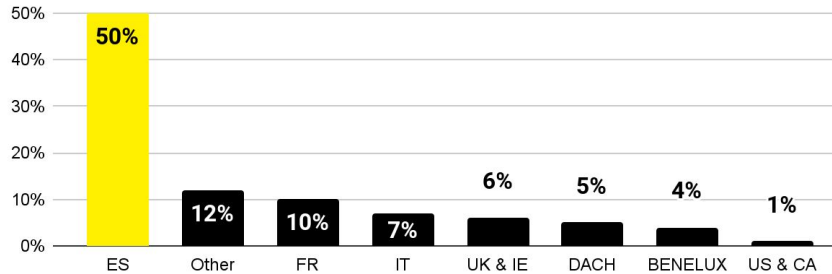
**79%** Fly for **leisure**



**93%** Booked through **digital channels**

**66%** Booked through **direct channels**

PASSENGERS  
ORIGIN

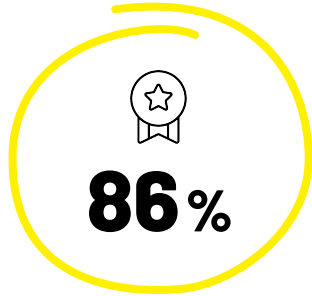


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## A UNIQUE AUDIENCE



Onboard **advertising recall rate**. Traditional media does not achieve such efficiency.

- CBS OUTDOOR



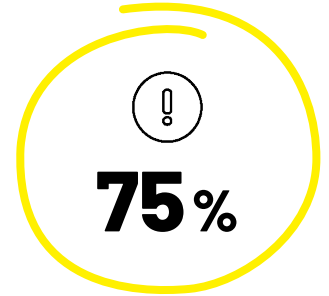
Greater **attention to on board advertising** than outside of the airplane.

- HIGHER LEVEL



Of passengers would consider **buying the products advertised** onboard.

- TAD ADVERTISING STUDIES



Provide **positive call to action** results in response to onboard advertising.

- EVERIS REPORT

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# ADVERTISING MEDIA

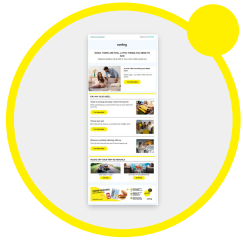
02

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# VUELING OWNED MEDIA

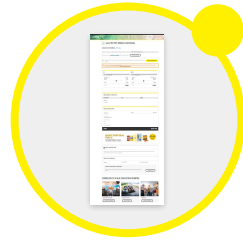
● Online Media Assets    ● Offline Media Assets



**ANCILLARIES  
EMAIL**



**HOME PRINT  
BOARDING PASS**



**POST-BOOKING  
BANNER**



**SEATBACK AD**



**SEATBACK  
INSERT**



**SAMPLING**



**AIRPORT  
BOARDING PASS**

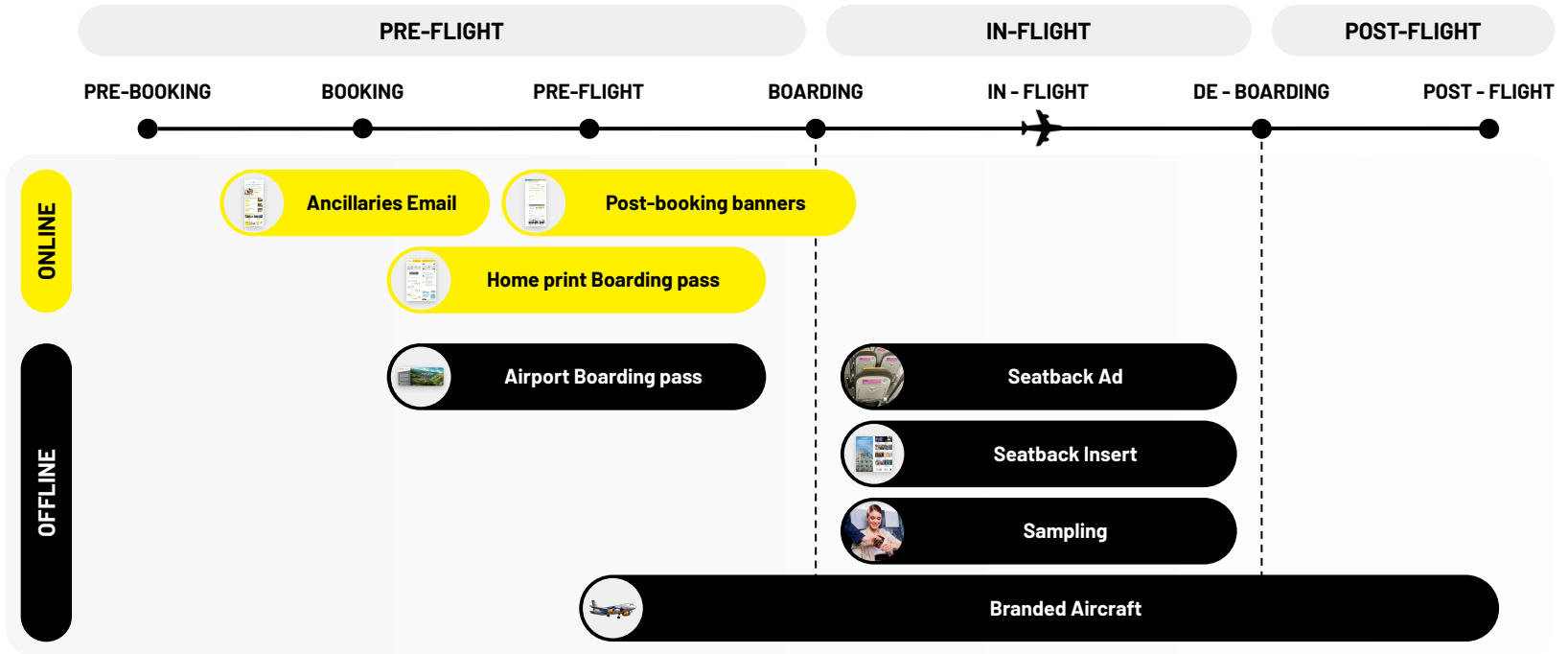


**BRANDED  
AIRCRAFT**



**AND MORE  
ASSETS**

# CUSTOMER JOURNEY



# ANCILLARIES EMAIL

Email received 2 hours after booking the ticket with relevant information about the flight.

The banner is clickable and drives to the partner's website, form or suggested URL.

## TARGET

Customers that have booked a ticket in Vueling website.

## SEGMENTATION

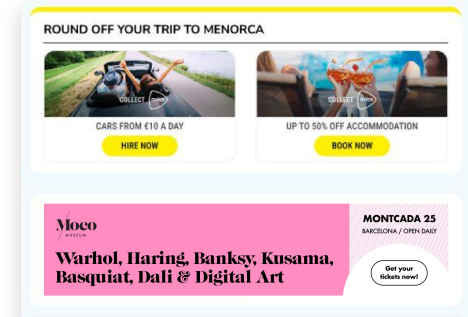
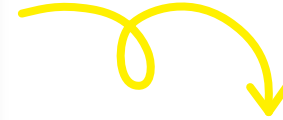
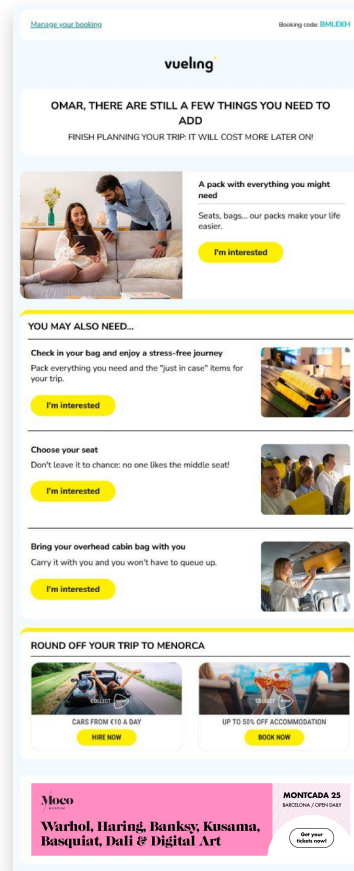
Segmentation by routes, markets, languages.

## IMAGE SIZE

550 pixels x 125 pixels – 72 DPI

## LANGUAGE

11 languages available (Spanish, Catalan, Gallego, Euskera, English, French, Italian, German, Dutch, Portuguese, Russian).



# HOME PRINT BOARDING PASS

## Most important travel document after the passport.

Online and offline used before, during, and after the travel experience.

Opportunity to include a QR code with a call to action message.

## TARGET

Every customer of Vueling doing an online check-in.

## SEGMENTATION

Segmentation available by routes, markets, languages.

## IMAGE SIZE

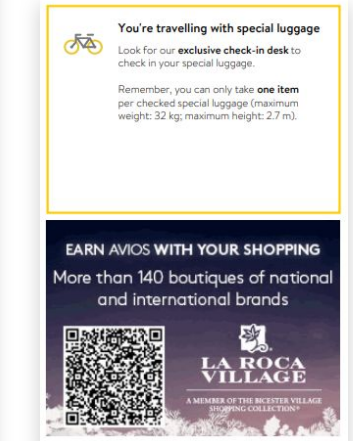
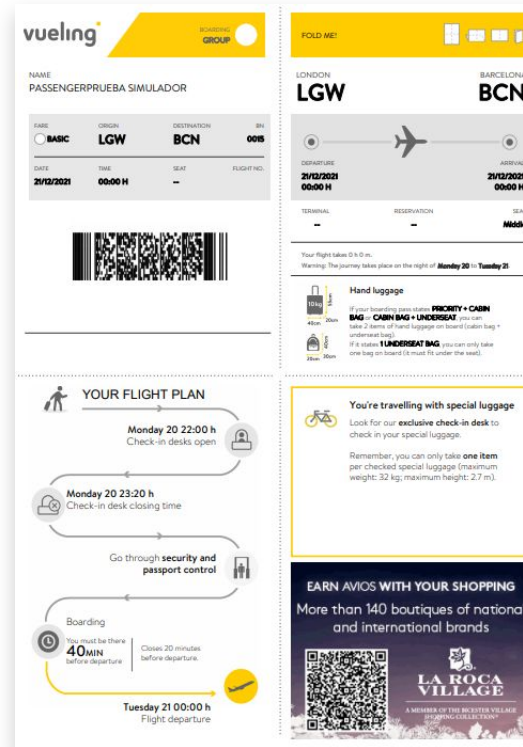
270 pixels x 198 pixels – 72 DPI

## LANGUAGE

11 languages available (Spanish, Catalan, Gallego, Euskera, English, French, Italian, German, Dutch, Portuguese, Russian).

## REACH OF THE MEDIA

- 83% of customers makes their check in online.
- 7 impacts per customer: (1) Booking process / (2) On the way to the airport / At the airport: (3) arriving, (4) security control, (5) aircraft door / On board: (6) boarding, (7) de boarding.



# POST-BOOKING BANNER | FLIGHT ITINERARY

**A banner located on the page that appears once the flight ticket purchase process is completed, displaying the reservation details.**

It's clickable and drives traffic to the partner's website.

## TARGET

Customers doing online check-in in Vueling website.

## SEGMENTATION

Segmentation by routes, markets, languages, type of booking (one-way or roundtrip).

## IMAGE SIZE

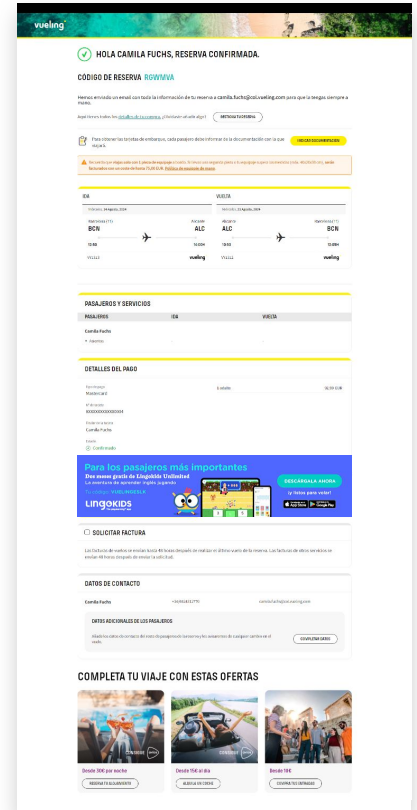
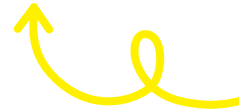
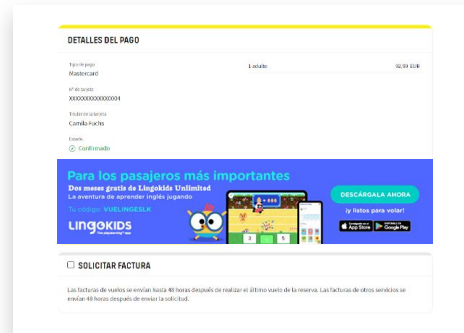
950 x 195 px / 120 KB max / JPG

## LANGUAGE

11 languages available (Spanish, Catalan, Gallego, Euskera, English, French, Italian, German, Dutch, Portuguese, Russian).

## REACH OF THE MEDIA

The 66% of passengers book through Vueling direct channel.



# AIRPORT PRINT BOARDING PASS

## Offline asset that impacts at the airport counter.

Exclusive visibility of the brand during check-in at the airport counter.  
Focusing attention before the flight.

## TARGET

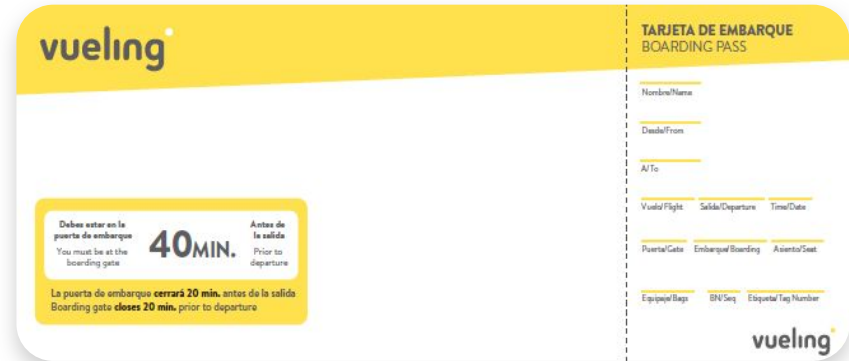
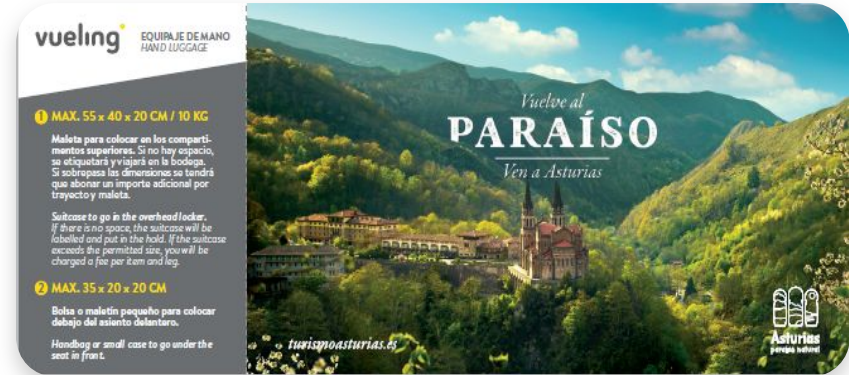
Customers who check-in at Vueling counters at the airport.

## SEGMENTATION

Airports in Spain according to the advertiser's objectives.

## IMAGE SIZE

14.795 cm x 8.255 cm (visible advertising).



# SEATBACK AD

**This medium generates a strong impact and a high brand recall rate.**

It is strategically positioned within passengers line of sight while they are seated in the airplane.

## TARGET

- Full Vueling cabin (leisure and business customers).
- Opportunity to be the only brand placed in almost 180 headrest of Vueling aircraft.
- Each airplane does between 3 to 5 flights per day to different national and international routes.

## SEGMENTATION

By airports.

## IMAGE SIZE

20x 9 cm / Available or up to 3 different creatives.

## REACH OF THE MEDIA

At least 10 impacts per customer: 3 impacts during boarding, 5 impacts during the flight and 2 impacts during deboarding.



# FULL BRANDED SEATBACK INSERT

**Special media placed in the pocket in front of the passenger seat.**

This media has a very high impact as the brand can use it as promoted content.

## TARGET

- Full Vueling cabin (leisure and business customers)
- Opportunity to be the only brand placed in almost 180 headrest of Vueling aircraft.
- Each airplane does between 3 to 5 flights per day to different national and international routes.

## SEGMENTATION

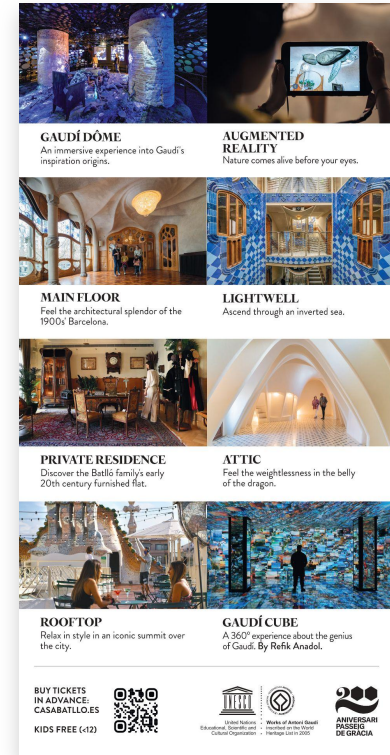
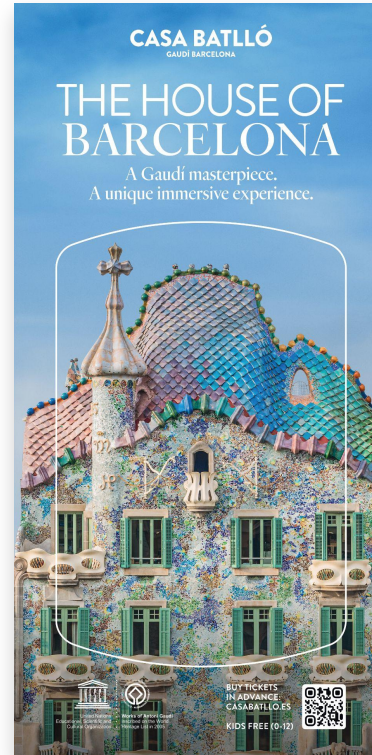
No segmentation.

## IMAGE SIZE

15 x 30 cm / Double-sided asset (2 languages: Spanish and English)

## REACH OF THE MEDIA

2 impacts per customer and per flight.



# BRANDED AIRCRAFT

## Positioning / Awareness / Impact on PR & RRSS

A unique experience with very high impact, visibility and experience before takeoff, during the flight and when landing at each airport. Branding on the exterior and interior of the airplane.

### TARGET

Vueling customers, passengers in the terminal and around the airport who can see it.

### DURATION

6 - 12 months

### REACH OF THE MEDIA

- 1.6 million impacts.
- 1.27 M impacts generated by the visibility in Barcelona El Prat airport runway + Airport runways of national and international airports.
- 334K estimated customers to fly in the aircraft during 12 month.



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# CASE STUDIES

03

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# BRANDED AIRCRAFT



## MTV AND CUSTO BARCELONA

Marketing promotions and raffles for the event

900.000€ media value

**850.000€ generated**  
(PR of the flight and onboard event)

**90.000 customers lived the experience**



## F\*CK ME I'M FAMOUS (David Guetta)

Raffles before and after the event

1.400.000€ media value

**1.200.000€ generated**  
(PR of the flight and onboard event)

**+180.000 customers lived the experience**



## DISNEYLAND PARÍS (Marvel Superheroes)

Marketing promotions and raffles

2.100.000€ media value

**1.700.000€ generated**  
(PR of the flight and onboard special event with Disney)

**300.000 customers lived the experience**

# FUNDACIÓ MIRÓ

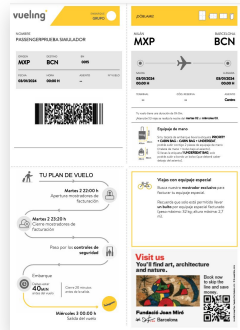
## VUELING MEDIA

HP Boarding Pass

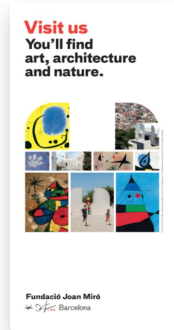
Seatback Insert

Seatback Ad

HOME PRINT BOARDING PASS



SEATBACK INSERT

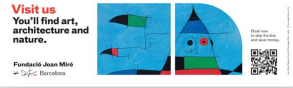


SEATBACK AD

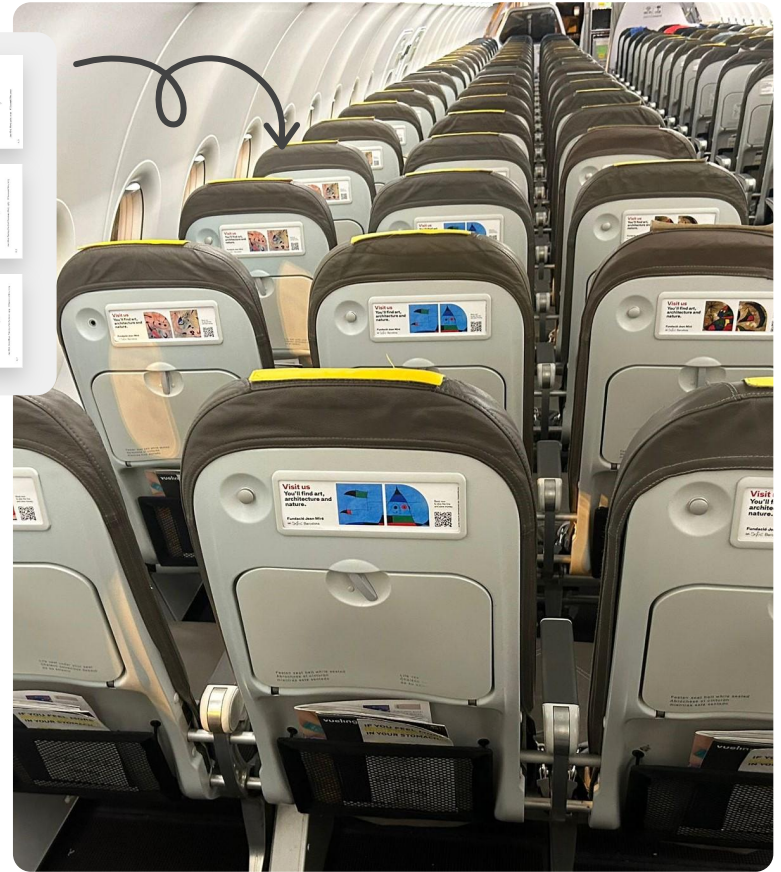
**Artwork 1**  
Rows A - D



**Artwork 2**  
Rows B - E



**Artwork 3**  
Rows C - F



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THANK  
YOU!

Looking forward to **bringing your brand to new heights.**

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