



ATA Airlines Case Study

Situation Analysis / Background

ATA Airlines, Inc., enlisted The San Jose Group's expertise in creating a synergistic yet specialized Hispanic creative campaign which would mirror its new advertising direction in the General Market which focuses on the business traveler. The final campaign had to not only complement the messaging and branding efforts in the General Market ("ATA, Easier than Ever"), but it was also tasked with providing an innovative, relevant and attractive option for Hispanics who travel for both leisure and business.

Key Audience Challenges

- The Hispanic market has been exposed to ATA's brand identity "La Aerolínea Oficial de Vacaciones" (The Official Vacation Airline) for years. Thus, a new brand message and personality would have to be carefully and effectively introduced to ATA's Hispanic audience.
- A literal translation of the General Market efforts was not recommended as it might run the risk of not making sense and appearing insincere to Hispanics.

Objectives

- Develop a comprehensive campaign that is culturally relevant to Hispanics and falls in line with Hispanic buying patterns.
 - Hispanic air travelers purchase airline tickets based on pricing and the availability of key destinations where they will accomplish their goals of visiting family, friends and/or conducting business.

Strategy

- SJG developed a brand campaign that would serve as the Hispanic counterpart to the General Market's "ATA, Easier than Ever" platform without sacrificing any cultural relevance or message authenticity.
- Communication Vehicles:
 - New Hispanic Branding Campaign Tagline – "ATA, Más Fácil Que Nunca" ("ATA, Easier than Ever")
 - Hispanic jingle to be executed in all broadcast vehicles to support branding efforts
 - "Branding" and "Sale" Television and Radio Commercials
 - Sponsorships / Special Events with Television tie-ins

Measurable Effectiveness / Results

- Calls to ATA's direct response phone number (1-800-VUELA-ATA) experienced an average increase of 11% per month since the campaign launched.
- Revenues from calls increased 48% compared to one year ago.





English Back Translation

Client: ATA
Product: Radio Ad
Title: Más Fácil Branding

Jingle : (Music starts) ATA, easier than ever
Annrcr: Now presenting “ATA, easier than ever”!!!
We’re all about benefits!!!
Easily fly with one of the newest and most comfortable fleet in the world!!
With affordable fares which will make flying with your family easier than ever!!
We make it easier to buy, easier to check-in and easier to fly!!!
So that your overall flying experience is easier!!!
Jingle: ATA, easier than ever
Annrcr: Easy, easy, easy!!!
Easily fly to more than 40 different destinations like New York, San Francisco, Los Angeles, Orlando, Las Vegas, San Juan and many others!!!
Jingle: Flying, it’s easier, easier than ever
Annrcr: So that you can visit the ones you love.
Wherever you go.
Make your reservations quickly and easily on ata.com or by calling 1-800-VUELA ATA.
Jingle: ATA, easier than ever.

