

## ► US Airways ► B-to-B Image Campaign



Newsletter



Survey



Events

### ► The Challenge

Travel agencies, US Airways' most important distribution channel in Europe, and their influence on the traveler's airline choice, had to be used more efficiently and effectively. The campaign's objective was to strengthen relationships with travel agencies while emphasizing US Airways' superior service and product, as well as the rapidly growing number of international destinations. The considerable advantages over the competing airlines, including one of the most modern international fleets of Airbus A330-300 aircraft, the award winning Envoy Business Class, and the roomy high-tech Economy class, which the public, for the most part, was still unaware of, had to be communicated.

### ► The Solution

An ITMS Marketing study done in cooperation with over 700 German travel agencies revealed the existing image and information shortfalls. The findings from the study provided valuable insight in developing a targeted communications strategy and timeline – The positive results of the study were effectively integrated into a press release that was distributed to the press; US Airways' sales department was provided with contacts and accurate listing of prospective new business clients; A European newsletter was created to intensify the flow of communication to this essential target group.

### ► The Results

The final analysis showed that based on the painstakingly conceived study, specific communications measures could be selected and applied in order to eliminate the lack of information as well as reduce image deficits. Following the conclusion of the campaign, US Airways sales department members reported that they were in a better position to respond to the travel agencies' needs and requests for information, and that they received a decisively higher positive reaction from the agencies. The success of the bi-yearly newsletter will be expanded upon in the future with a regularly distributed digital offshoot, the e-newsletter, which will contain the latest news and up-to-date specifics from US Airways.