

Case Study | KLM | Fly For Fortune



1. Challenge

Our challenge was to gain 150.000 new opt-in e-mail addresses and increase online ticket sales among a 18 to 35 year old target audience in 58 markets.

4. Use of Media

We identified the social hotspots and influencers and provoked them to participate, by seeding a viral game trailer to blogs, forums, 200 local and global video sharing portals and social networks like Facebook and MySpace. We also used owned media like ads in the 'KLM inflight magazine' and an e-mail promotion to KLM members.

2. Strategy

Insights: our targets are online game freaks and frequent eBuyers. Social networks are the place where they plan trips with their friends and share holiday photos and videos. Here we can provoke the opinion leaders and influencers to join and spread our movement.

5. Results

Our seeding realized 8 million clip views and 300 blog posting with a total PR value of € 300.000. Over 800,000 people generated more than 1 million game plays of the Fly For Fortune game. We created 210.000 new leads and online ticket sales ROI was 1200%. Brand tracking by MetrixLab showed +10% lift in prompt awareness. Around 90% of the players rated Fly For Fortune as very cool and Pixar-like.

3. Concept

A micro site was created with a very exciting branded game contest. Here our target audience could personalize their plane and fly to a destination they liked most. The grand prize were 2 tickets around the world. The concept was created by Publicis Dialog.