



Marketing Strategy

01



Value Pricing

Simplified fare structures with transparent pricing to increase customer trust and demand.

Introduced in 1992, this strategy reduced fare variance by 85%.

02



Customer Loyalty

One of the oldest and most successful frequent flyer programs.

Offers exclusive benefits like priority boarding, lounge access, and earning miles through partnerships.

03



Revenue Management System

Data-driven dynamic pricing to optimize seat inventory and maximize profitability.

Balances supply and demand, ensuring competitive pricing and full flights.

04



Technological Innovation

Use of 3D modeling and digital marketing to showcase the modern fleet and enhance customer engagement.

Digital pop-ups targeting corporate clients and interactive virtual experiences.

05



Rebranding Post-9/11

Comprehensive rebranding to emphasize safety, luxury, and modern fleet capabilities.

Use of innovative 3D-rendered aircraft images to overcome fleet availability challenges.