

MAILER:

Japan Airlines

OBJECTIVE:

Japan Airlines faced the challenge of positioning the brand as a leader in luxury business travel as well as strategically announcing new revamped aircrafts and business class amenities in select markets targeting three major US metropolitan areas with these newly enhanced services.

SOLUTION:

eTargetMedia targeted the campaign toward Business Travelers and Corporate Travel Planners in Chicago, Los Angeles and New York to present the new private suites for business class. eTargetMedia strategically selected highly qualified and targeted prospects from two of our premier travel files, including Frequent Business Travelers and American Travel and Hospitality Professionals to ensure messaging was delivered directly to the key decision makers and travelers most apt to select Japan Airlines as the best choice for their next business trip for themselves or their employees.

OUTCOME:

The email marketing initiative resulted in a highly successful outcome with average click through rates upwards of 2%+ as well as targeted increased traffic to the client site, enhanced brand awareness, and a successful inauguration to the revamped service in key markets.

INTRODUCING JAL SKY SUITE 777



Thank you for considering Japan Airlines, a oneworld[®] alliance member, for your travel needs to destinations throughout Asia.

We are pleased to advise you that starting May 1, JAL began operating fully revamped Boeing 777-300ER aircraft on our New York (JFK) - Tokyo (NRT) route, with enhancements including new seats in all four cabins. JAL plans to modify 13 aircraft including those operating to/from Los Angeles and Chicago.

A highlight of the revamped aircraft is the all-new JAL SKY SUITE in JAL Business Class - a private space ideal for work or rest. Included is a 23-inch LCD monitor, one of the industry's largest in business class, and a seat that reclines 180° into a fully flat bed. Each JAL SKY SUITE also has direct access to the aisle - a must for many business travelers.

These and other new services and amenities are part of the JAL New Sky Project - dedicated to exceeding our customers' expectations with a truly heightened travel experience. And, we're honored to have been named 2012's top on-time carrier by FlightStats in the Major International Airlines category.

Click below to learn more about the JAL SKY SUITE 777. And, we invite you to contact a member of our sales team to learn more about ways we can help support your company's travel needs.

[LEARN MORE](#)

Sincerely,

 **JAPAN AIRLINES**

*Gradual introduction on odd days through 5/29. Schedule subject to change. JFK-NRT route is operated by JAL and a codeshare by American Airlines.



Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com