

MAILER:

Fiji Airways

OBJECTIVE:

Fiji Airways faced the challenge of increasing online bookings of flights from the USA to Fiji.

SOLUTION:

eTargetMedia planned a successful email marketing campaign for Fiji Airways that targeted frequent international travelers in the USA. eTargetMedia strategically chose the Active International Travelers file and selected active travelers in the State of California who have a household income of \$150k+. This savvy group of travelers regularly search for the best deals on international travel flights and accommodations and have shown proven interest in traveling to exotic locations. The Fiji Airways creative was designed to feature a special rate from \$799 for round trip flights to Fiji. A strong call to action led the email recipients to a landing page where they could search for the best Fiji flight rates.

OUTCOME:

The Fiji Airways campaign was very successful and delivered exceptional open and click through rates that exceeded industry averages for travel related email offers. The client reported that online bookings of flights from California to Fiji increased substantially during the promotional period.



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