

# AVIATION MARKETING CALENDAR 2018



**12 INSIGHTFUL QUOTES AND STATISTICS  
FROM THE BEST AVIATION MARKETERS  
IN THE WORLD.**

**ONE FOR EACH MONTH IN 2018.**





SimpliFlying is a global consultancy that believes in thinking differently about aviation marketing. We are one of the largest in the world, having worked with over 80 airlines and airports globally. Our team is 100% remote – based in Singapore, India, Spain, UK and Canada – meaning we can provide airlines with a global and a 24/7 presence.

Advising airlines and airports on customer engagement strategy, SimpliFlying helps its clients achieve business goals by harnessing the latest innovations in the social media space. We intensively research trends, question assumptions and apply them to the realities of the aviation industry. SimpliFlying also conducts MasterClasses to train and develop airline and airport teams to become self-sufficient in executing measurable and rewarding social campaigns. Over 2,000 executives worldwide have attended SimpliFlying MasterClasses till date.

Since 2009, we have not only worked with an enviable list of aviation brands, including American Airlines, Cebu Pacific, Turkish Airlines, LATAM Airlines, Airbus, Boeing, Bombardier and Toronto Pearson Airport, but also built a unique work culture that appeals to the disruptors in the industry. Read more about SimpliFlying's work culture on [Harvard Business Review](#), [CNBC](#) and [Inc. Magazine](#).

For more information, please go to <http://simpliflying.com/> or drop us a line at [letstalk@simpliflying.com](mailto:letstalk@simpliflying.com)

# JANUARY 2018

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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"The future is digital. With rich customer data, airlines really **know** their guests. Where they fly, when they fly, what they eat.

AirAsia has trip planner and fintech products that extend **beyond the plane**, so we also know what activities our guests like, what they spend on.

This high-resolution data will help airlines market the right thing to the right people at the right time, and make flying more **enjoyable**."

**Tony Fernandes**  
Group CEO  
*AirAsia*

# FEBRUARY 2018

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✓ SimpliFlying  
Lab in  
Singapore



"Customer engagement with digital tools and the digital environment is increasing exponentially, and this will result in **better** understanding of the customer travel journey from the customer point of view, with many more key **touch points** such as at home, in transit, in car, etc. With that, 2018 will likely bring **more meaningful** personalization, cross-channel customer recognition, and more anticipation of customer options or needs. More knowledge, more **effective solutions!**"

**Paulo Miranda**  
Chief Experience Officer  
*GOL Linhas Aéreas Inteligentes*

# MARCH 2018

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“Traditional LCC’s have always **plumped** for process over people in the never-ending drive for efficiency – the lowest common denominator is cheap fares. However, cheap need not mean nasty. After all, **a smile costs nothing**. That is why the new breed of carriers are developing a level of service which, to the consumer, is highest common factor versus lowest common denominator. Let’s hope that 2018 sees a greater number of **smaller airlines**, who actually care what their customers think of them.”

**Richard Bate**

Chief Marketing Officer of *FlyPop*,  
which is due to commence  
operations in 2018

# APRIL 2018

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✓ Nomination  
for  
SimpliFlying  
Awards 2018  
Is open

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“As airlines **move** from being merely a mode of transport to a platform of offering a wider repertoire of goods and services that help travellers build their own **personalized value ecosystem**, the future becomes ever more **exciting** because we are likely to see more differentiation enabled by smart personalization through machine learning and by customization through the sourcing of modularized capabilities from suppliers.”

**Akira Mitsumasu**

Vice President Marketing and  
Strategy, Asia & Oceania Region  
*Japan Airlines*

# MAY 2018

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"The airline industry is becoming a **technology business** where ancillary revenue will **surpass** seat revenue in the near future."

**Skúli Mogensen**  
Founder and Chief Executive Officer  
*WOW air*

# JUNE 2018

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"What excites me more about the future in aviation marketing in 2018 is that more and more traditional airlines are starting to "release" themselves from the "taboos of what airline marketing should be". I'm excited to see more and more legacy airlines breaking the mould and showing us that they – and not only new entrants or LCC – can be amazingly creative and innovative with their marketing strategies and surprise us."

**Andrés Fabre**  
Director General and Chief  
Executive Officer  
*Aeromar*

# JULY 2018

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"Point to point service is the present and future. It is what passengers want, and what more and more airlines are delivering."

**Randy Tinseth**  
Vice President Marketing  
*Boeing*

# AUGUST 2018

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"The future of aviation marketing lies in how **effectively** one can **drive** a seamless and consistent customer experience across various touchpoints that impact a guest's journey. Use of predictive models and artificial intelligence will be **vital** in engaging with the relevant audience on their preferred platforms in almost real-time. Social media will become a crucial platform to **understand** guests' sentiments and respond to them with relevant & timely information."

**Belson Coutinho**

Senior Vice President Marketing,  
eCommerce and Innovations  
*Jet Airways*

# SEPTEMBER 2018

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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2	3	4 ✓ SimpliFlying Lab in London	5 ✓ SimpliFlying Awards ✓ Launch of Airline Social Media Outlook Report 2019	6	7	8
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“A social media strategy is **no longer a luxury** for airline marketing departments. The future lies in ensuring that airlines can use social media data and convert them into **actionable** insights that will yield closer relationships with customers through greater personalisation. However, before this can be achieved, airlines require significant **investment** in resources and specialised training.”

Airline Social Media Outlook  
Report 2018  
*SimpliFlying*

# OCTOBER 2018

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"Some say that over 80% of future jobs **do not exist** today. This seems so true for airline marketing. I can't wait to see these **new jobs** as Travel Optimizes, Discovery Advocates, Loyalty Advocates or Passenger Problem Solvers. We're just at the beginning **revolution in our industry** and that's really exciting."

**Patrick Baudis**  
Vice President and Head of  
Marketing  
*Bombardier*

# NOVEMBER 2018

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"The most **exciting** thing in Aviation Marketing is also one of its most **challenging** aspects: the furious, breakneck speed of transformation within this field of knowledge and its practices.

What you seem to know and consider useful today will become dated in the **blink of an eye**. It is as challenging as it is fascinating."

Gianfranco "Panda" Beting  
*Aviation Consultant*

# DECEMBER 2018

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“Focus on making one or two things **remarkable** about your airline. Then weave heartwarming **stories** around people who were impacted by those. That’s my marketing wish for airlines in 2019.”

**Shashank Nigam**

Founder and Chief Executive Officer  
*SimpliFlying*