

Fly more. Spend less.

Silver 

the brief.

why we're here.

+ Silver has recently adjusted their strategic focus. As a part of this, they have undergone a brand overhaul, new positioning, and a near-total reworking of their visual identity. Additionally, they have recently acquired a few small carriers in underserved markets.

+ Silver's primary purpose for advertising is to increase brand recognition, specifically with their new visual identity. The name is silver, the primary brand color is pink. Connecting those dots for the consumer is imperative particularly as they expand service offerings into new markets.

+ Silver's secondary goal is to increase awareness of the new destinations they are servicing and the massive savings that can be had by consumers by choosing to fly Silver.

who we want to pay attention.

Silver has two distinct audiences whose motivations for choosing the product vary greatly. First, one audience consists of young professionals who're close to or have recently graduated college. This demographic is looking to create life experiences and memories with friends by traveling as frequently as possible. They generally have enough disposable income to travel, but are still establishing themselves as professionals so are still working with a tight budget. This is exacerbated by the fact that this audience generally likes to live in trendy neighborhoods and city-centers with bustling social activity.

The second segment is made of lower income families, often single income households. This audience is often looking for an affordable vacation or a trip to visit family. Like segment 1, budget constraints are their primary motivator despite the differing drivers behind the motivation.

Both audiences are located in the southeastern United States.



the brief (cont).

the message.

The advertising should highlight that Silver provides low cost fares to a variety of destinations. "Fly more. Spend less." with a reminder when relevant that this is Silver Airways. This is not just how you go, but how you **flamin-go**.

Spend your hard-earned dollars on enjoying the trip, not on getting there.

why it's believable.

Silver Airways offers the most affordable way to travel by air to a variety of locations. A straightforward pricing model, an included carry on, and a history of reliability make Silver the go-to choice to see more, do more, and be more for less than anyone else.

If you're more focused on the destination than getting there, Silver Airways is a no-brainer.

the tone.

The tone of voice must be playful but informative while still being a little bit irreverent. It should make the trade-off of amenities for cost seem like a smart choice rather than a necessary one. The consumer should be excited by the opportunities flying Silver affords them rather than worrying about affording the trip.



the tactics.

Fly more. Spend less.

That's how you flamin-go.

- + 4 Print Ads
- + 4 Out of Home Ads
- + 1 Radio Commercial Script
- + 1 TV Commercial Scripts & Storyboard
- + 2 Guerrilla Campaigns
- + 11 Digital Display Ads
- + 1 Celebrity Partnership

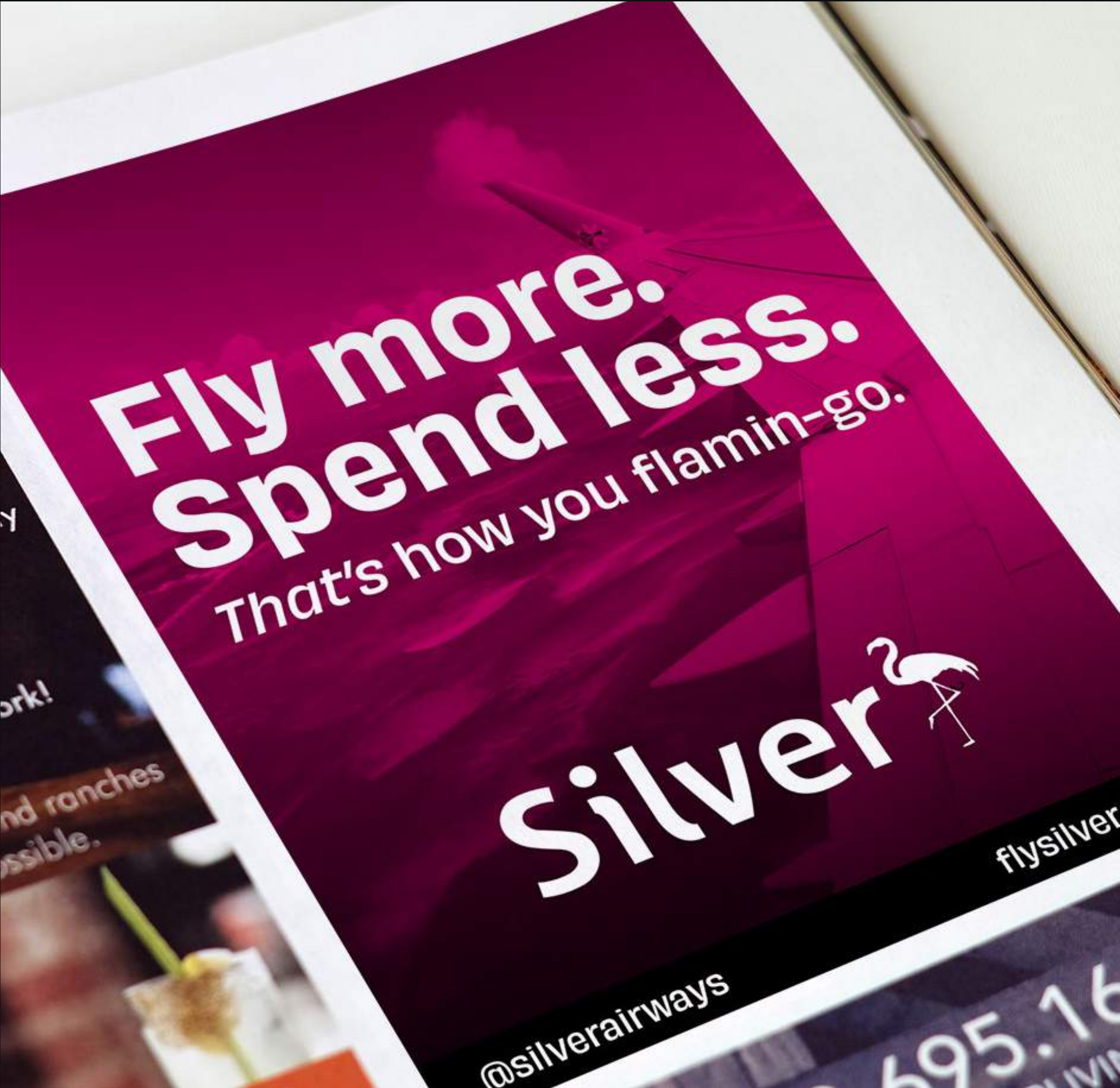
the execution: print

the approach.

In selecting publications for Silver Airways' ad campaign, a strategic approach centered on the target audience of 18-35-year-olds will be employed. Focusing on publications with content aligned to travel, lifestyle, and budget-conscious living, it will be ensured that the chosen platforms make sense with the "Fly more. Spend less." campaign. Geographic relevance is considered, matching Silver Airways' routes and target markets. The approach incorporates readership metrics, evaluating circulation, online presence, and engagement rates to maximize campaign reach. Each publication's content will be scrutinized for alignment with Silver Airways' messaging, seeking positive and adventurous context.



the execution: print



the execution: out of home

the approach.

When determining the locations for Silver Airways' Out-of-Home (OOH) advertising, a strategic approach tailored to the target audience of 18-35-year-olds will guide the way. Identifying high-traffic areas typically frequented by Silver's target demographic, such as urban centers, popular travel hubs, and entertainment districts, becomes a priority. OOH placements near transportation hubs connect to the campaign's travel theme, capturing the attention of potential customers on the move.

Also considered are venues and events frequented by the target audience, aligning with the aspirational and adventurous lifestyle promoted by Silver Airways. Reviewing the competition's behavior in outdoor advertising spaces helps identify opportunities to stand out or strategically position against competitors. Using this comprehensive strategy, the goal is to maximize the visibility of Silver Airways' message, effectively reaching and resonating with the intended audience, and ultimately driving awareness, engagement, and bookings.



the execution: out of home



the execution: out of home

Fly more. Spend less.
That's how you flamin-go.

flysilver.com **Silver**

Arrival Information

Flight	Origin	Arrival	Gate	Flight	Origin	Arrival	Gate	Flight	Origin	Arrival	Gate	Flight	Origin	Arrival	Gate
643700	BBN	18:08	18	643700	BBN	18:08	18	643700	BBN	18:08	18	643700	BBN	18:08	18
...
89:08															

CUSTOMS DUTY COLLECTION

the execution: commercials

the approach.

In crafting a strategic approach to Silver Airways' radio, streaming, and TV spots, the focus is on delivering a compelling message to the 18-35 demographic. For radio and audio streaming, selecting popular stations and platforms with a significant youth listenership that align with the interests of the demographic is crucial. Each spot highlights the affordability and adventure of Silver Airways, incorporating the "Fly more. Spend less." campaign message to create a memorable and resonant commercial spot.



the execution: broadcast



ANNCR VO: This was supposed to be a commercial featuring a famous athlete talking all about how great Silver Airways is...

ANNCR (VO): They were going to be talking all about how Silver is changing the air travel game by offering \$49 one-way flights to a variety of destinations...


ANNCR (VO): ...And about how each passenger gets one personal item plus one carry-on item at no additional charge.

ANNCR (VO): But then it hit us. Why would we spend all that money on a celebrity when we can just keep passing those savings along to you. So, we did.

SHOT SLOW ZOOMS OUT FOR DURATION
MUSIC: POSITIVE, PLAYFUL MUSIC

Instead, of high-dollar celebrities hanging out, you get this video shot on a cell phone by Dave in accounting. Because at Silver Airways, we think you should be able to go on more trips, see more places, and make more memories. And spend less money doing it.

Fly more. Spend less.

Silver 

ANNCR (VO): Silver Airways. Fly more. Spend less.

ANIMATED FLY IN AND LOGO STING
MUSIC: POSITIVE, PLAYFUL MUSIC

FADE TO BLACK

the execution: audio

ANNCR (VO): This was supposed to be a commercial featuring a famous athlete talking all about how great Silver Airways is...

MUSIC: POSITIVE, PLAYFUL, UPBEAT MUSIC

ANNCR (VO): They were going to be talking all about how Silver is changing the air travel game by offering \$49 one-way flights to a variety of destinations...

ANNCR (VO): But then it hit us. Why would we spend all that money on someone famous when we can just keep passing those savings along to you. So, we did. Instead of a celebrity, you get me. Dave from accounting. Because at Silver Airways, we think you should be able to go on more trips, see more places, and make more memories. And spend less money doing it.

ANNCR (VO): Silver Airways. Fly more. Spend less.



the execution: guerrilla

the approach.

In keeping with Silver's primary objective to raise awareness of Silver Airways' affordable flight options among young professionals, Silver will be partnering with trendy, popular apartment complexes for summer pool party takeovers and giving away pink plastic flamingo floaties. The target is young professionals aged 25-35, living in urban apartment complexes, seeking affordable and convenient travel options.

Silver will partner with strategically chosen apartment complexes to host lively pool party takeovers. Engage attendees by offering them playful and memorable pink plastic flamingo floaties. The visual and experiential connection with the floaties reinforces Silver Airways' branding. Silver representatives will give away flamingo floaties branded with Silver Airways' logo and messaging to serve as fun giveaways and conversation starters.

Additional details:

Social Media Integration: Encourage party-goers to share their pool party experiences on social media using a dedicated hashtag. Feature user-generated content on Silver Airways' social platforms.

Promotional Offers: Provide exclusive flight discounts and deals to attendees, incentivizing them to explore Silver Airways' services.

Street Teams: Deploy brand ambassadors to engage with attendees, distribute floaties, and inform them about Silver Airways' competitive prices.

The Silver Airways Pool Party Takeovers will generate buzz among the target audience, creating a positive association with affordable travel options while spreading the word about the airline's services. The playful and memorable pink flamingo floaties will act as conversation starters and serve as a lasting reminder of Silver Airways' value proposition, driving young professionals to consider Silver Airways for their travel needs.



the execution: guerrilla



the execution: guerrilla

the approach.

In addition to the Silver pool parties and in partnership with local municipalities across the United States, Silver Airways will be 'flocking' bus stops and train stations. Each station will be adorned with a 'flock' of plastic flamingos along with explainer posters highlighting Silver's low cost flight offerings. This will serve to both raise awareness of Silver's unique value proposition as well as to raise general brand awareness.

Each flocking will take place overnight creating a surprise pop-up. The guerrilla campaign will be run concurrently with a social media contest offering flight vouchers to a randomly selected person that follows the brand and shares an image of themselves at the flocked location.



the execution: digital

the approach.

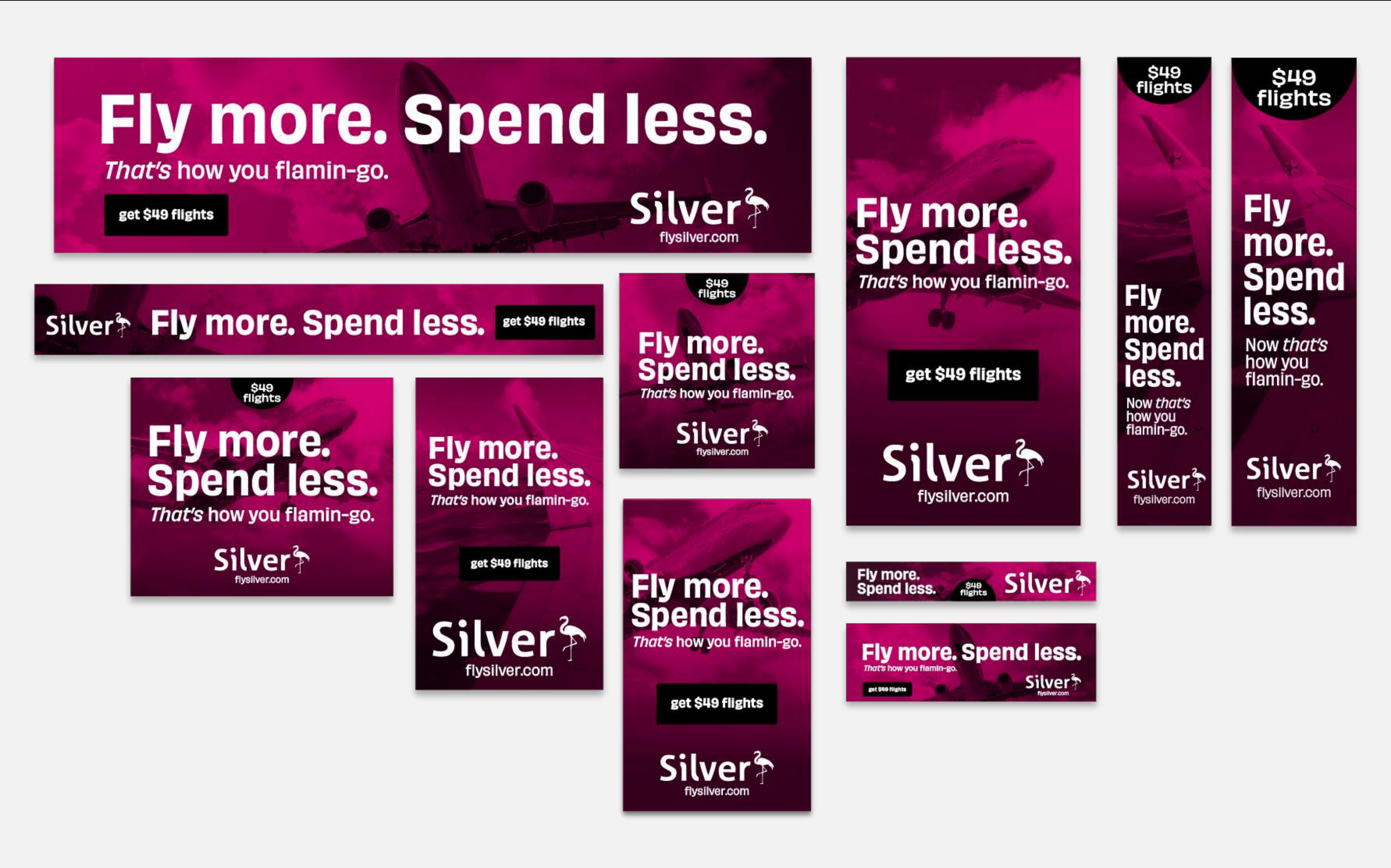
Social Media Platforms: Utilize platforms like Instagram, Facebook, and TikTok to reach Silver's target demographic. Create engaging content that showcases affordable travel options, budget-friendly tips, and deals on accommodations, flights, and activities.

Travel Deal Websites: Partner with popular travel deal websites and forums, such as Skyscanner, Kayak, or TripAdvisor. These platforms are frequented by budget-conscious travelers seeking discounts and deals.

Budget Travel Blogs: Collaborate with influential travel bloggers or start your own budget travel blog to share money-saving travel tips and promote affordable travel options.

Young Professional Oriented Digital Publications: Advertise online in magazines, news sites, or other websites targeted at young adults, where budget travel advice and deals can be featured.

Student Organizations and Campuses: Target universities and colleges, as many young travelers are students looking for affordable ways to explore. Advertise on campus bulletin boards, in student newspapers, and through student organizations. Strategically, this also embeds the brand into the mind of students that are becoming professionals



the execution: celebrity partnerships

the approach.

A groundbreaking partnership sees the WWE/NXT join forces with Silver Airways. This collaboration enlists WWE superstars as spokespeople for Silver Airways, adding star power to the airline's brand. With WWE's massive fan base and the charisma of its superstars along with Silver's incredible low cost air travel offering, this partnership will serve to bring fresh eyes and new loyalties to both brands.

By featuring WWE superstars in Silver Airways' promotional materials, including advertisements, social media, and special in-flight content, both brands stand to benefit. WWE superstars are iconic figures with an immense following, and their endorsement will undoubtedly boost Silver Airways' visibility and appeal to a wider audience. This alliance will not only elevate Silver Airways' brand recognition but also offer WWE fans an exciting travel experience they won't forget. The campaign will feature WWE's biggest stars and lean into the individual brands of the WWE superstars using modified versions of their own slogans to sell the audience on why if Silver is the official airline of the WWE, then it should also be the official airline of you.



Silver 