



SAS Airlines

History

- Founded in 1946
- Denmark, Norway, Sweden
- Eighth largest airline in Europe
- “An icon of Norwegian-Swedish-Danish cooperation”

Values

01

Safety

02

Punctuality

03

Care



Mission

We make life easier by making time matter to travelers, to employees, and to the planet.

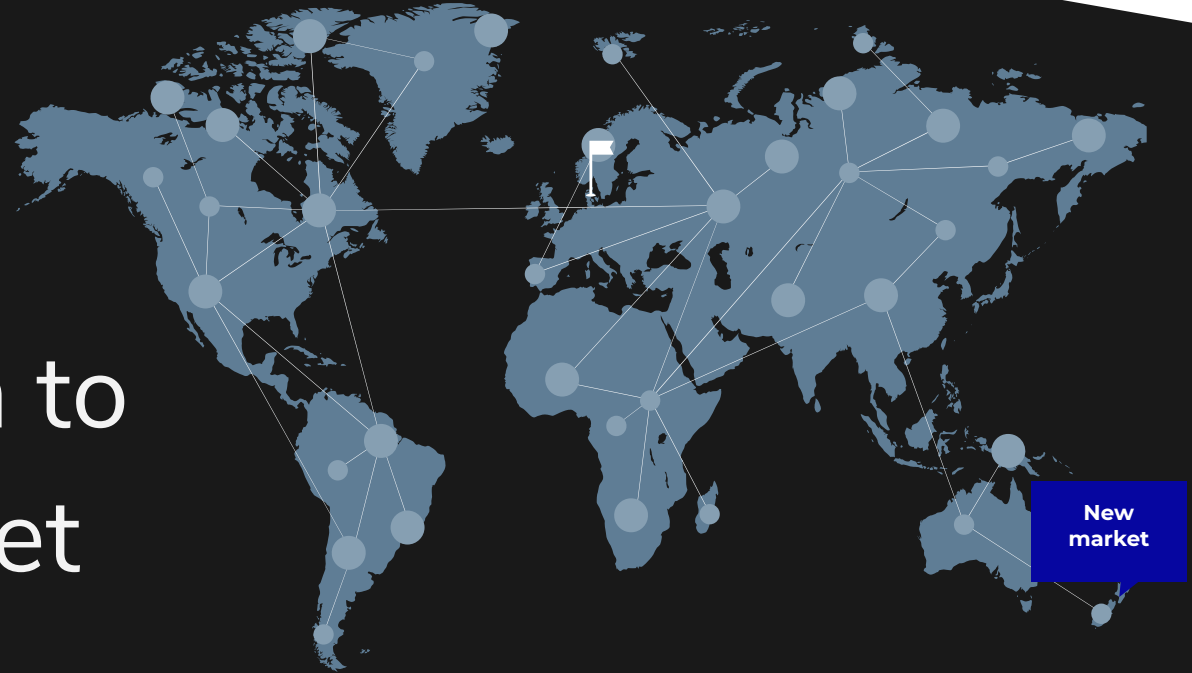
SAS

Vision

To make life easier for Scandinavia's frequent flyers.

New Zealand

Introduction to
a new market



Why New Zealand

Culture

Predominantly Western culture, optimistic, open minded, democratic, and values equality.

Demographics

Smaller with a population of roughly 5 million, but has a lot of cultural diversity so has an interest in global travel.

Economy

Developed, but relatively small. Trying to diversify its economy.

Present Airlines

Shortage of budget airlines. Airline industry revenue expected to rise over next 5 years.

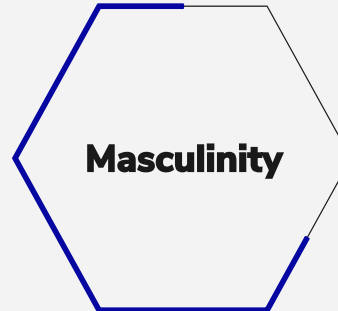
Hofstede's Dimensions

Where to Focus

- Main differences: masculinity and uncertainty avoidance
- However, these can be paired with other dimensions
 - Power distance
 - Individualism



Differences



New Campaign

Introduce the youth ticket into New Zealand airline industry



Tagline

**Wherever you
may go...**





Strategic objective

Raise general awareness
about SAS youth ticket and
generate new youth ticket
sales by **10%**

Centralized or Decentralized approach?



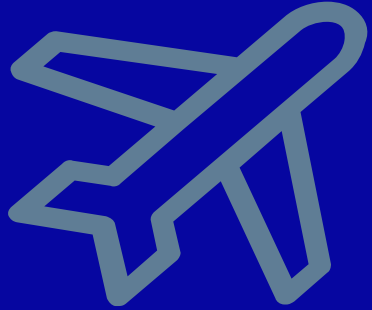
Higher Masculinity

- ➔ Switch target group to parents to highlight the provider role
- ➔ Show the assertiveness of the child in following their dreams

Higher Uncertainty Avoidance

- ➔ Show that our airline is the dependable option, guaranteeing SAS is the right choice

Barriers to Entry



Disadvantages:

- Government regulations for the airline industry
- High cost of operations
- Power of suppliers is high

Advantages:

- Cost efficient in a competitive market
- Well-known global brand
- Appealing to a specific age-range

Competitors

Air New Zealand



- ➔ Representative of New Zealand
- ➔ Safety, Quality service, Institution
- ➔ Domestic and International Destinations

Jetstar Airways



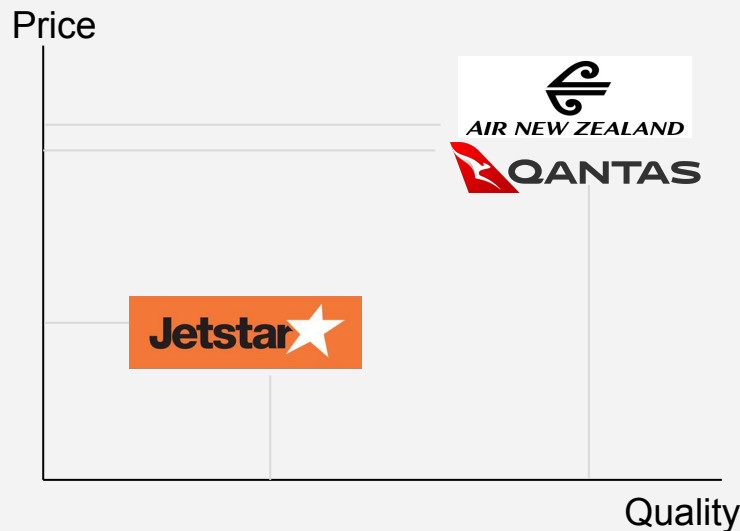
- ➔ Owned Subsidiary of Qantas
- ➔ Low cost airline

Qantas Airways



- ➔ Owned Jetstar Airways
- ➔ Safety and Quality service

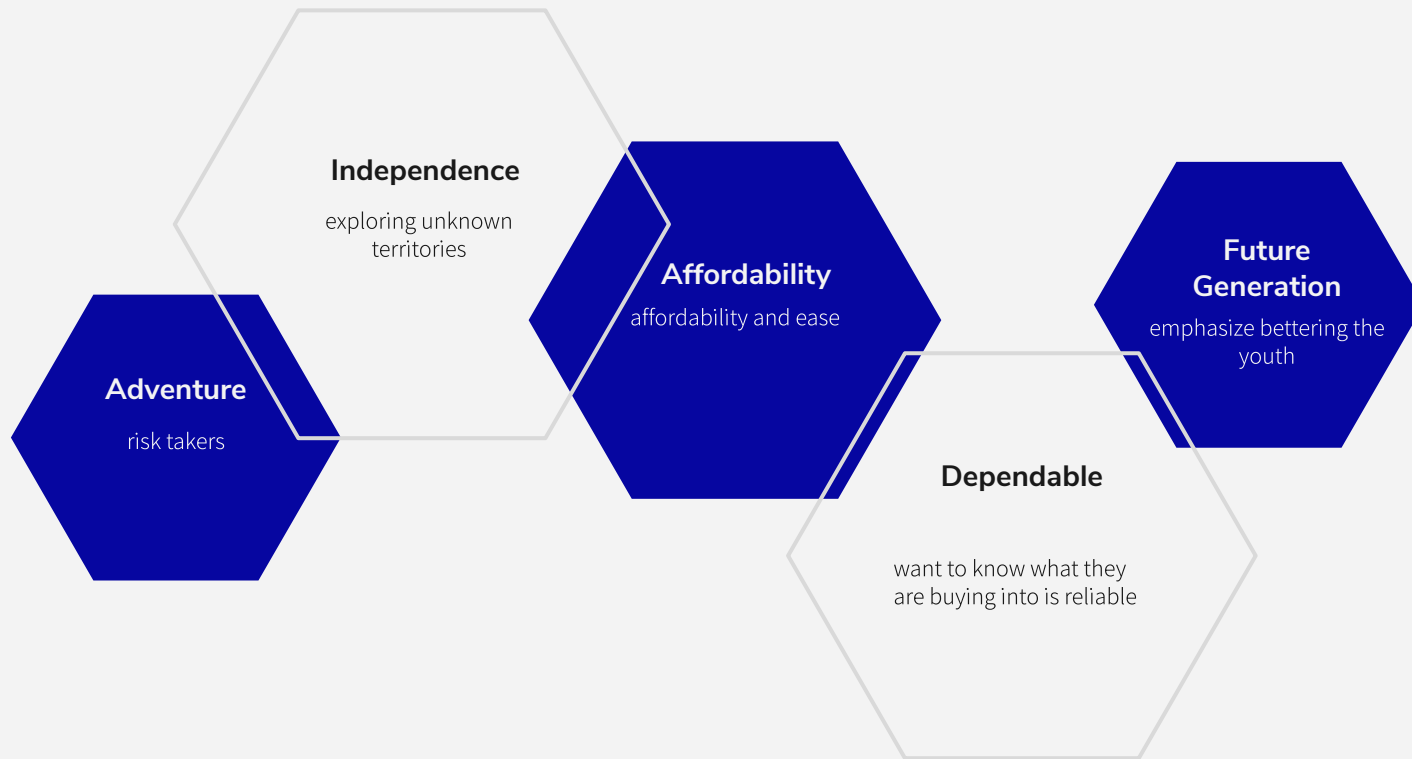
ALL DO NOT HAVE YOUTH TICKETS



RANK	AIRLINE	CODECS	COUNTRY	INDEX 2016	ORDER
1	Cathay Pacific Airways	CX, CPA	China,Hong-Kong	0,005	SAFETY REPORT
2	Air New Zealand	NZ, ANZ	New Zealand	0,007	SAFETY REPORT
3	Hainan Airlines	HU, CHH	China	0,009	SAFETY REPORT
4	Qatar Airways	QR, QTR	Qatar	0,009	SAFETY REPORT
5	K L M	KL, KLM	Netherlands	0,011	SAFETY REPORT
6	EVA Air	BR, EVA	Taiwan	0,012	SAFETY REPORT
7	Emirates	EK, UAE	United Arab Emirates	0,013	SAFETY REPORT
8	Ethiad Airways	EY, ETD	United Arab Emirates	0,014	SAFETY REPORT
9	QANTAS	QF, QFA	Australia	0,015	SAFETY REPORT

JACDEC AIRLINE SAFETY RANKING 2017

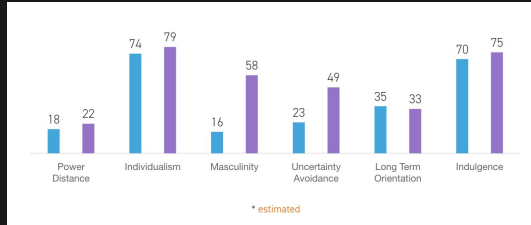
Value Words



Positioning Map

Brand Association with

Dependability



Price

Jetstar Airways

Qantas

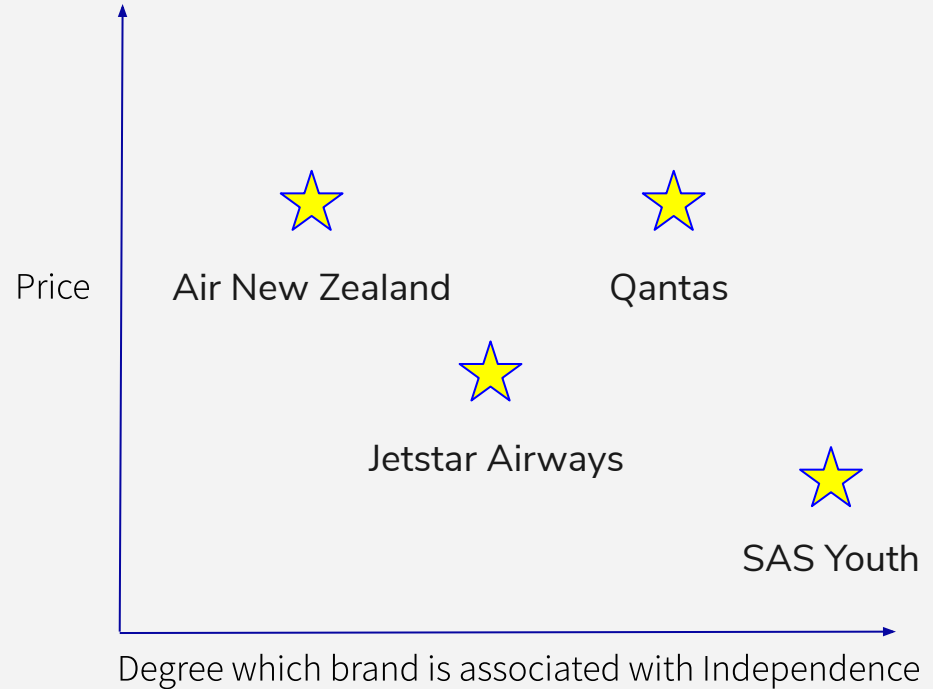
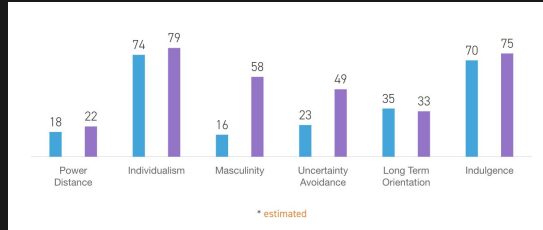
Air New Zealand

SAS Youth

Degree which brand is associated with Dependability

Positioning Map

Brand Association with Independence



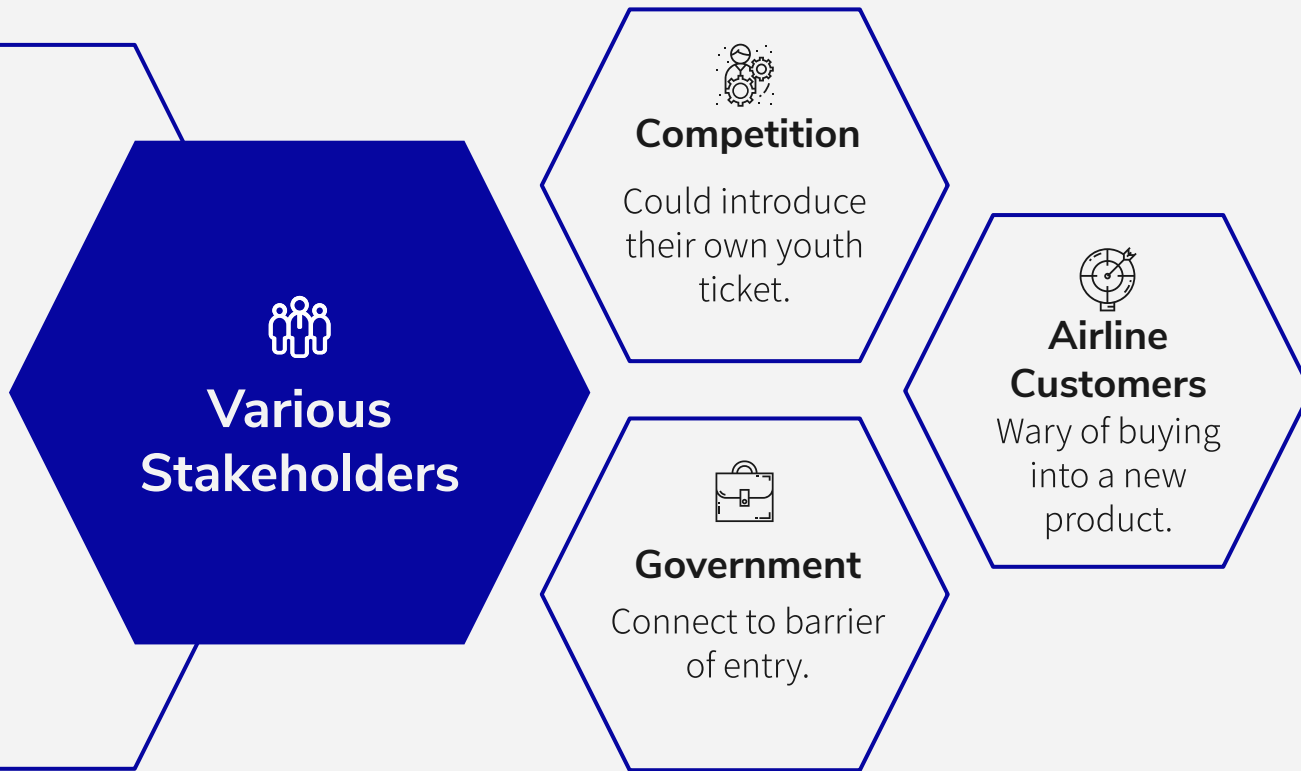
Target Audience



**Primary
Audience:**
Julie & Robert

**Secondary
Audience:**
Young adults

Stakeholders



Logline

A young girl decorates her room with travel destinations over the years while her parents watch her collection grow. On her 18th birthday they surprise her with an SAS Youth ticket and a card that reads, “Wherever you may go on, come back to us.”



Storyboard





Mood Board



Questions