

CASE STUDY

PROVING NEWSPAPERS WORK: A CONTEST AT LAUNCH

The Challenge

Kenmore Air was going to begin flying on a regular basis from Seattle to Nanaimo. It wanted to make the local market aware of this new offering.

The Objective

The goal was to introduce the brand, Kenmore Air, and get Canadians excited about its new daily flights. At the same time, key contact information needed to be front and centre to encourage bookings.

The Plan

Initially the U.S. media planning agency was skeptical of newspapers. When the paper explained the strength of Canadian newspapers and the engagement that local markets have with their papers, the agency and advertiser agreed to try it.

The local newspaper had a loyal base of readers that actively participate in promotions created by the paper. The newspaper proposed offering two free flights to readers entering a contest. This type of partnership would create further interest in the ad and deliver an instant call to action – enter the contest.

The newspaper ads could also effectively show the yellow, black and white Kenmore Air signature tail and the important facts.

The Creative

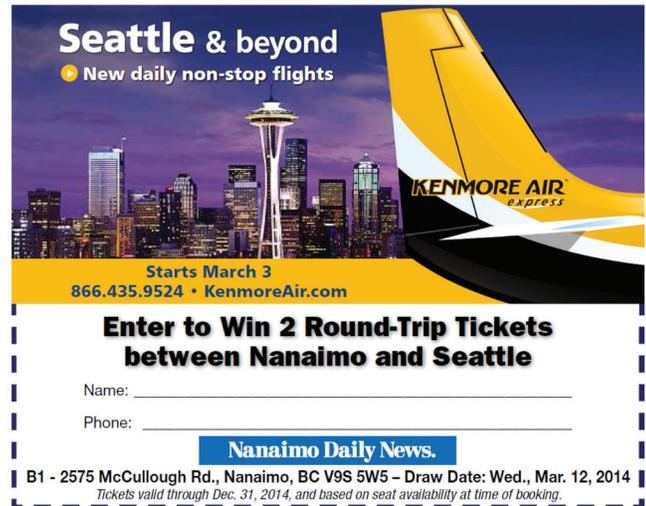
The launch ads for Kenmore Air highlighted all the key information as well as featuring the contest which ran for 3 weeks (co-sponsored by the newspaper). The colour ads represented the brand and its offering perfectly. Reinforcing Kenmore Air's commitment to the community was a congratulations ad that announced the winners.

The Results

The Kenmore Air contest in partnership with the local newspaper drove excitement – resulting in an impressive 1,128 entries! Many local residents dropped off their contest entry in person at the newspaper – to ensure that it got there and they had a chance to win!

“We were very impressed with the engagement that readers had with the local newspaper ad contest. It delivered strong awareness to our brand. We have had visits to our sites – and most importantly - bookings!”

– Kenmore Air



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Nanaimo Daily News.

B1 - 2575 McCullough Rd., Nanaimo, BC V9S 5W5 – Draw Date: Wed., Mar. 12, 2014
Tickets valid through Dec. 31, 2014, and based on seat availability at time of booking.



Congratulations to Joni and Frank O'Neill

They won Kenmore Air Tickets roundtrip from Nanaimo to Seattle. We congratulate them and thank them for being long time subscribers!

Nanaimo Daily News.