



Advertising Best Practices

Depending upon your campaign, your advertising message is available to travelers during several stages of their travel experience, whether through online check-in, printed boarding pass, travel itinerary, email confirmation or Sojern's ad network— there are many opportunities for marketers to reach their audience. Below are some recommendations and best practices when developing your creatives for best results.

- 1) **Location, location, location.** Create your material with a focus on the destination in which the traveler is headed. Tailor your message as much as possible. Our research shows that these are the types of ads that our travelers want ...so, let's give them what they want!
- 2) **What have you done for me lately?** Offers, coupons, or some type of call to action will help your campaign deliver the results you want. Provide travelers with a reason to visit your web site or your business location. This will also help you track your campaign so you can impress your boss.
- 3) **White space is your friend.** Many travelers print their boarding passes from home on their home computer. Don't make your printed ad require more ink than is necessary to get your message across. Many travelers will print their boarding pass in gray scale so contrast is also important.
- 4) **Where are you again?** Don't forget to provide a phone number (and the area code!), an address, major cross streets, or directions to your location. Travelers are much more likely to contact you from the printed ad if your detailed contact information is right in front of them.
- 5) **Online is not the same as printed.** This is an important guideline to remember. Your online ad is clickable, but it may not print. Entice the traveler to visit your web site and provide your offer there. Don't make your online ad look like it IS the coupon because your online ad will not print. Your printed ad is also just that – printed. Don't ask the traveler to "click here" – it's just not going anywhere. And your animated ad, well it just doesn't animate on the printed pass.
- 6) **Bigger can be better.** Consider the size of the type on your ad. Most travelers don't carry their magnifying glasses with them on the plane.
- 7) **Less is more.** Try to get your message across without a lot of text. Too much copy will have the traveler moving on to the next ad.
- 8) **Variety is the spice of life.** Think about the frequent flier and give him a variety of ads. If you buy different sizes, create different ads that will help insure that the travelers aren't seeing the same ad several times.

Focus on the traveler and provide them with a great experience and you will see great results.



Sample Online Ad

- Large Letters
- White Space
- Call to Action:
 - Special Offer
 - "Click Here"



Sample Print Ad

- Large Letters
- More White Space for Print
- Contact Details
- Call to Action:
 - Special Offer/Coupon
 - Expiration Date

