

5 WAYS TO MAKE AIRLINE CONTENT MERCHANDISING FRIENDLY

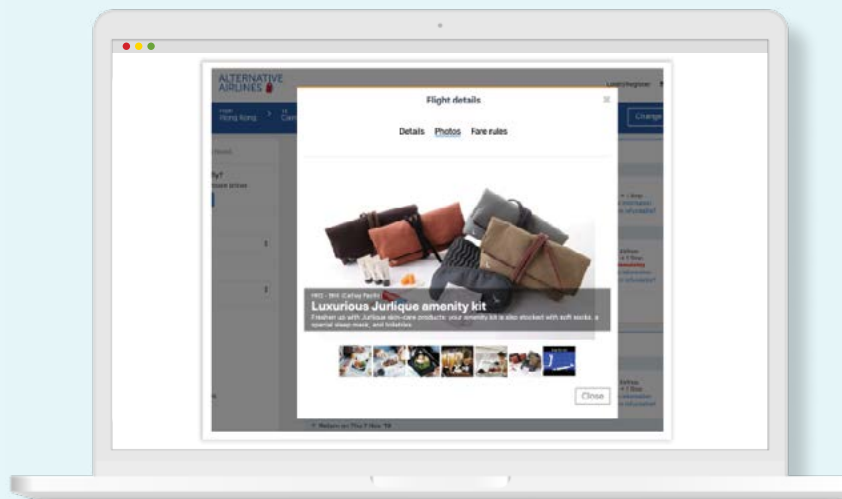
Airline merchandising is a science—and an art.

It's an accurate display of a product's features on an online sales channel designed to engage travelers and provide realistic expectations.

1

Educate consumers on the experience of your product

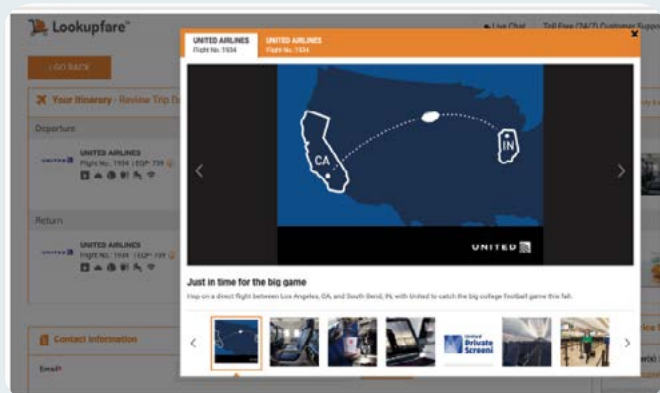
- Use rich content targeted to specific flights (such as UPAs) to highlight the correct airline experiences
- Showcase accurate cabin info (seats, cabin layout)
- Draw attention to special/premium amenities (partnerships, lounges)
- Leverage your hidden gems (free Wi-Fi, sustainable flights)



2

Think globally, target locally

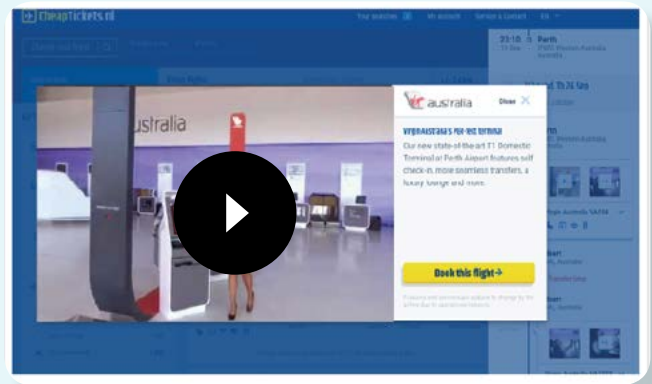
- Talk to your marketing and branding teams about global/local initiatives
 - Check your social media accounts—comments, too!
 - Look at multiple regional versions of your website



3

Use impactful, high-quality media

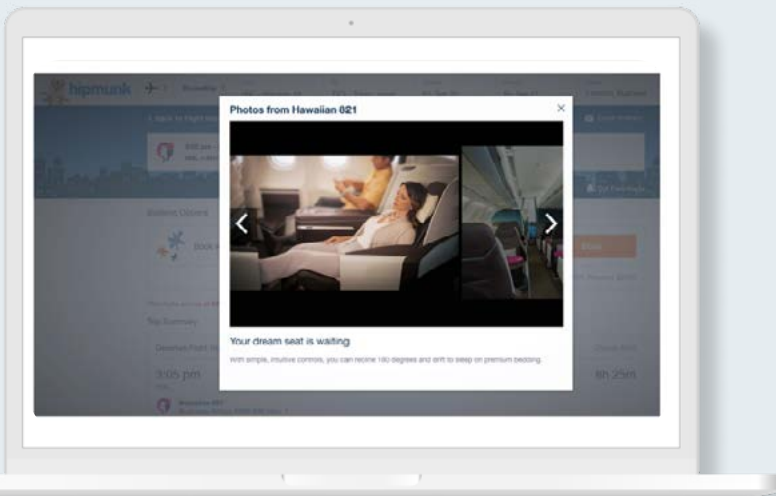
- Consider using a variety of media types to convey messages (360 tours, images, videos, GIFs, etc.)
- Work with hi-def, quality media
- Steer away from posed shots—embrace natural lighting and models who accurately depict the diversity of your customers



4

Entice with approachable, informative text

- Use engaging text that's also explanatory
 - Be casual, not too formal or distant
 - Creative and relatable goes a long way



5

Reflect what's important to consumers

- Think about what's important to you, your friends, and others when traveling
- Know your audience
- Your content should always be customer-centric



READY TO MAKE YOUR CONTENT SHINE?

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