

neon

REIMAGINING THE AIRLINE EXPERIENCE

Objective:

Create a new, digitally centered airline that disrupts the airline industry with game changing solutions, strategy and tactics.



THE SITUATION		MEET NEON		LIFT OFF	
05	Industry Overview	33	Brand Concept	59	Launch Event
08	The Passenger	36	Brand Identity		
18	Key Insights	42	Digital Entertainment		
22	Competitive Analysis	50	In-flight Experience		
26	Strategy				

The Situation

Industry Overview

The Passenger

Key Insights

Competitive Analysis

Strategy

Industry Overview

Industry overview

SO WHAT FLYS?

The airline industry exists in an intensely competitive market. It is one the most diverse, dynamic, and complex industries in the world. The fast-evolving nature of air travel creates a high priority for innovation and strategy.

The primary research focused on the future of air travel; targeting trends that will influence and affect the consumer journey and overall industry in the next few years.

Considering innovative technology, passenger preferences, customer service, and practices of successful airlines, we identified five key factors that will have the biggest impact on the future of air travel.



SELF SERVICE

From booking online to mobile boarding, the consumer journey is shifting to "do it yourself." Soon the first human interaction will not occur until the passenger boards the airplane.



TECHNOLOGY

Technological advances will continue to have a major impact on the airline industry. In the future technology will rapidly improve check in, security, wait time, and the overall consumer journey.



MORE FLYERS

3 billion passengers flew last year, and 4 billion passengers are expected to fly in 2017. Despite hassles and pains of air travel, consumers are still flying as a primary form of travel.



LIFESTYLE BRAND

Successful airlines are shifting focus from service providers to lifestyle brands. Airlines are using marketing to form strong connections with consumers and build meaningful relationships.



SIMPLICITY

As digital innovation continues to create more opportunities for self-service, simple, user friendly designs are increasingly important to simplify the guest experience for consumers.

The Passenger

The passenger

SELFIE TIME!

After we had a better understanding of the overall industry, we began focusing our research on the passenger.

We started with general demographics, where we discovered travelers primarily fall in the millennial audience. We then shifted our focus to consumer lifestyles, habits, and behaviors that may influence and affect travel decisions.

TARGET AUDIENCE: MILLENIALS

Meet the Millennial.



25% of
population



Crave adventures.

They are always
connected



ASK TRAVEL ADVICE
ON SOCIAL MEDIA



PREFER TO TRAVEL
WITH FRIENDS



HAVE TRAVEL APPS
ON THEIR PHONE



ADD LEISURE TO
BUSINESS TRIPS

97% travel with a smart phone, laptop or tablet



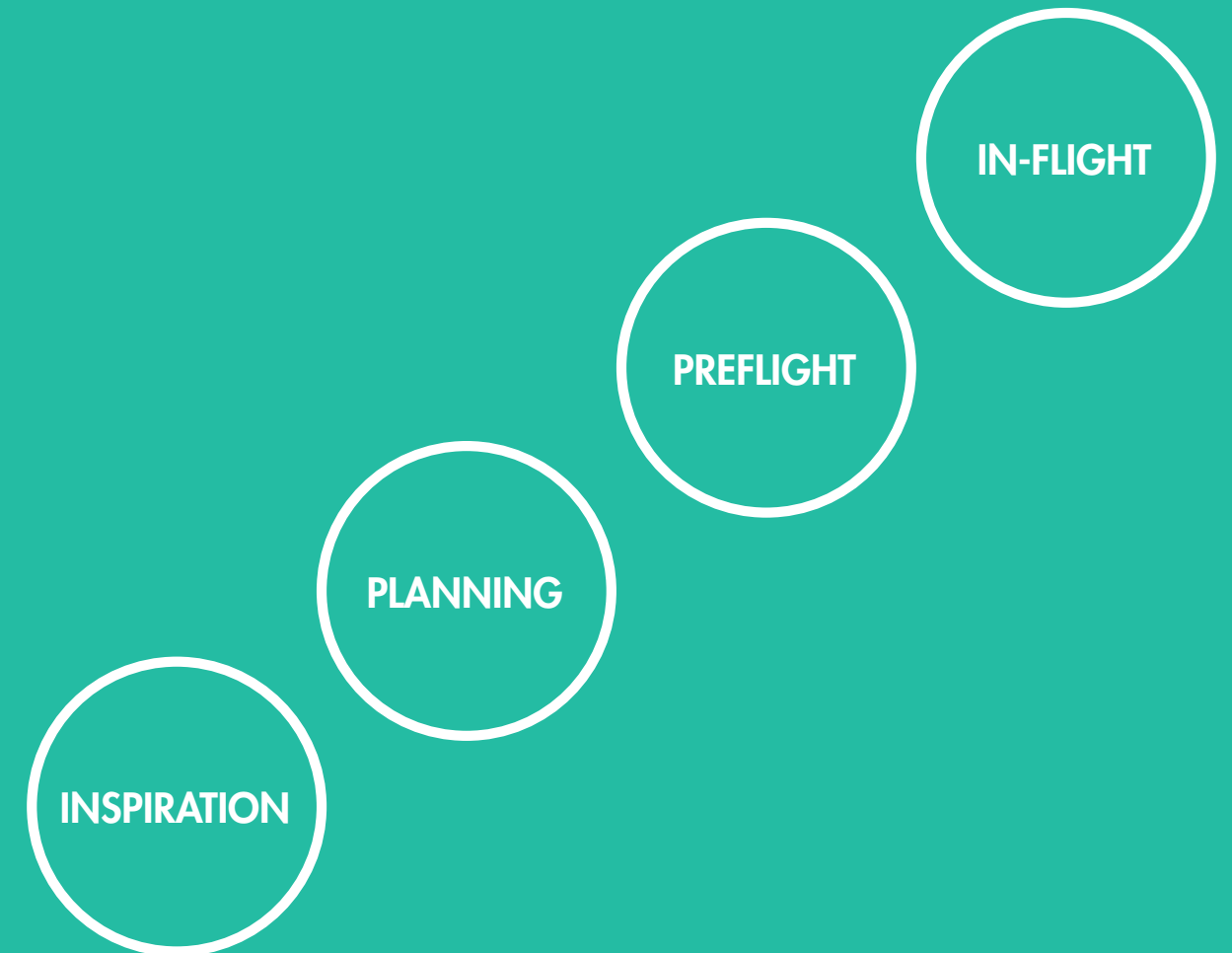
PASSENGER JOURNEY

To get a better understanding of our audience, we used our consumer insights and research to create four passenger profiles. We considered possible lifestyles, behaviors and habits that influence and affect travel decisions.

We then took each consumer through the entire passenger journey focusing primarily on key triggers that influence their behavior.



Passenger Journey ✈️



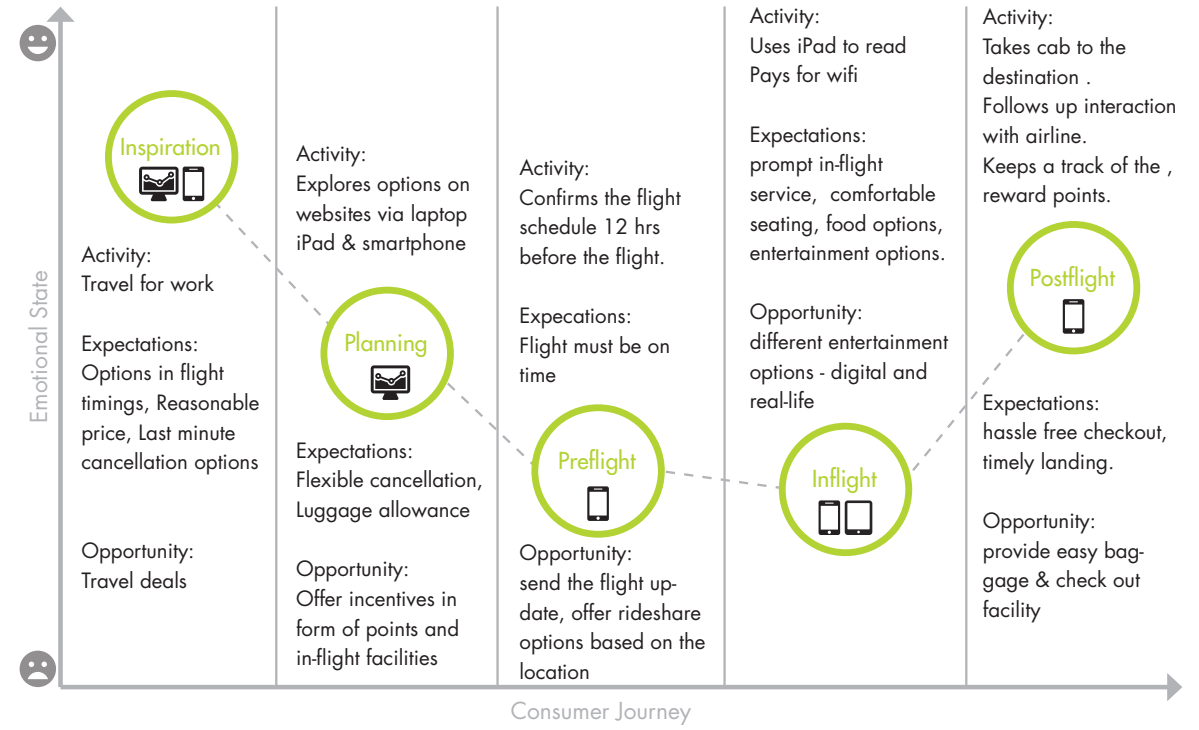
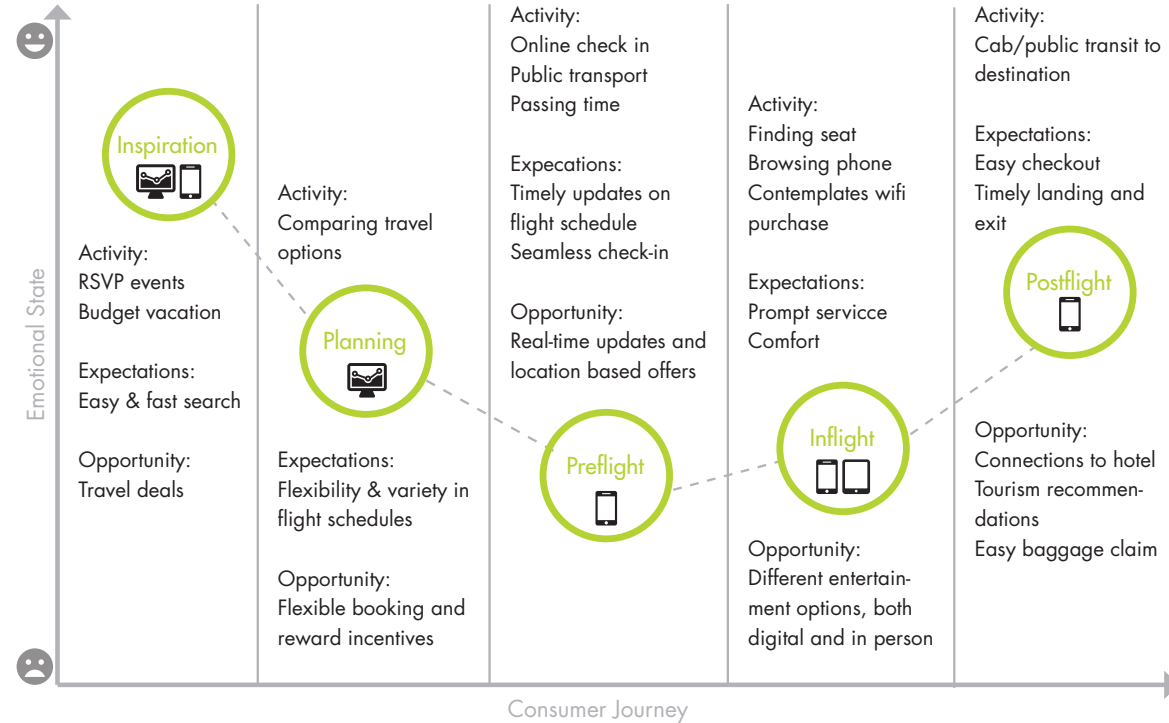


AGE 23
LOCATION Austin, TX
JOB Grad Student
HHI \$-
STATUS Single

"I LOVE GOING ON TRIPS,
BUT I'M NOT A BIG FAN OF
FLYING. IT'S HARD TO FIT
INTO MY BUDGET."

HABITS
Occasional, 4 times a year
For RSVP events, such as holidays
Travels with phone and laptop

MOTIVATORS
Price > Experience and Time
Flexible options
New experiences

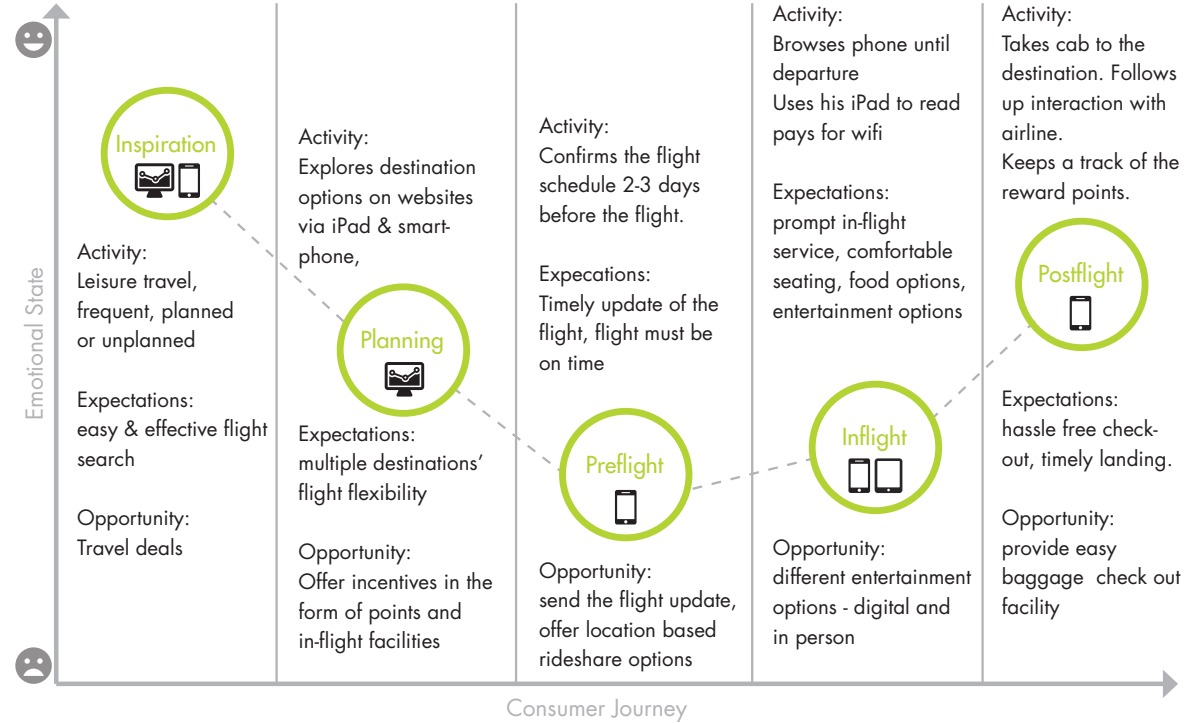


AGE 27
LOCATION Lexington, KY
JOB Consultant
HHI \$90,000
STATUS Single

"I WANT TO FIND A WAY
TO BE MORE PRODUCTIVE
WHEN I TRAVEL."

HABITS
Frequently - about twice
For work but includes leisure
Travels with phone, iPad & laptop

MOTIVATORS
Time > Experience & Price
Customised service,
new entertainment

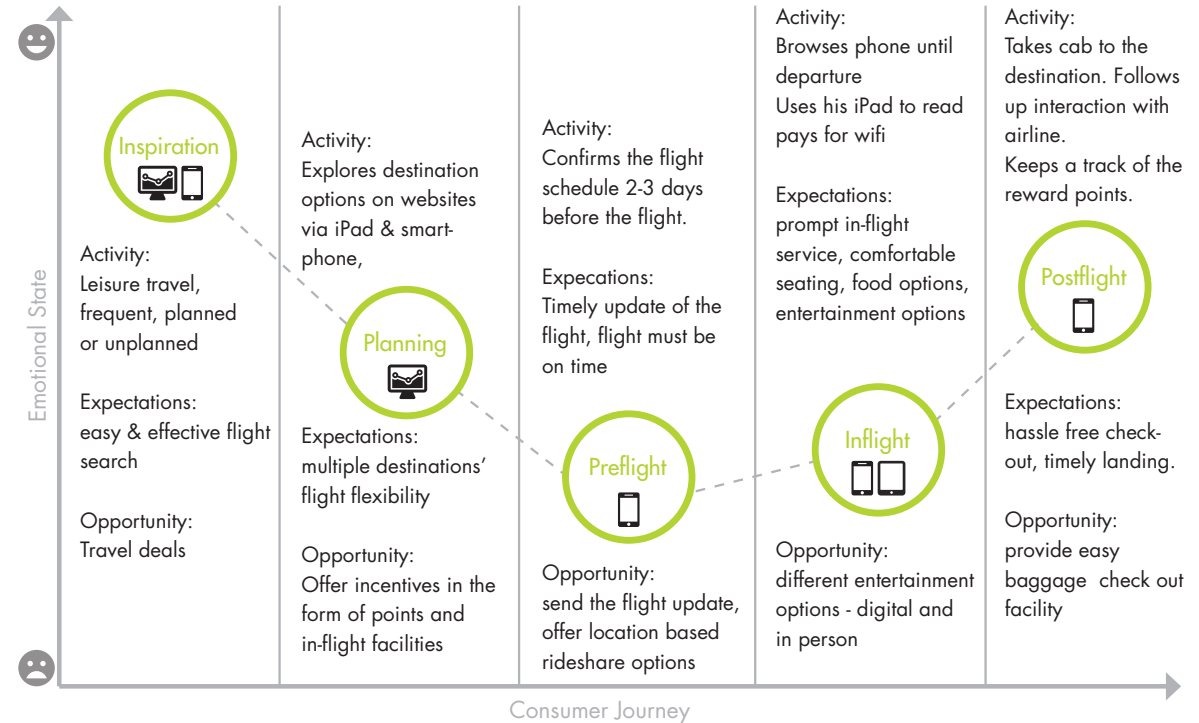


AGE 38
LOCATION San Diego, CA
JOB Finance
HHI \$160,000
STATUS Married

"I WANT THE TRAVELLING PART TO GET OVER, SO MY VACATION CAN BEGIN."

HABITS
 Frequently travels -10 times a year.
 Primarily liesure, planned or unplanned
 Travels with smart phone

MOTIVATORS
 Time> Experience and Price,
 Customized service
 New experiences



AGE 33
LOCATION Chicago, IL
JOB Yoga Instructor
HHI \$110,000
STATUS Married, 2 Kids

"SOMETIMES A 10 HR ROAD TRIP SEEMS EASIER THAN THE HASSLE OF FLYING."

HABITS
 Rarely; once or twice a year
 Family trips
 Travels with iPad & Smartphone

MOTIVATORS
 Experience > Price and Time
 Customised service
 Moe entertainment

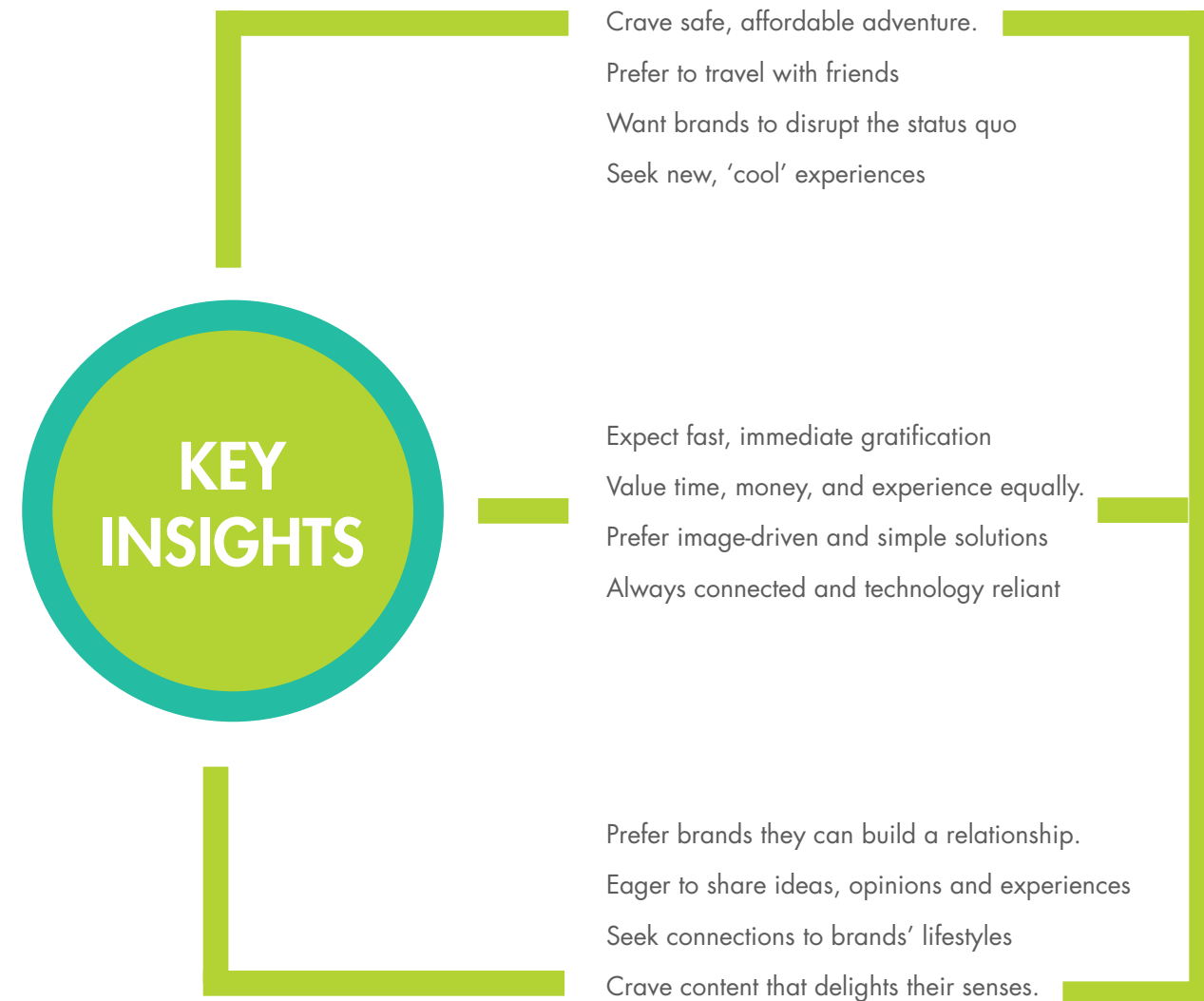
Key Insights

Key Insights

Our primary research and consumer profiles helped us identify important triggers that influence travel behavior. Using this information, we formed key insights about the passenger journey and airline experience.

We categorized our insights into three primary pillars imperative to the consumer experience. Through this analysis, we found one major, shared value between passengers: They're bored





Competitive Analysis

Competitive Analysis

We identified entertainment as a major opportunity during the passenger journey. Other airlines have started to move into that space, however none have made a major impact.

We conducted a competitive analysis of entertainment in the current market to get a better understanding of what airlines are offering consumers.

WIFI ACCESS



Airlines are taking advantage of passengers traveling with multiple devices by providing available content for passengers to stream. However current content offered is generally limited to TV channels and movies.

Opportunity: Provide a wide variety of streaming content.

STREAMING CONTENT



In the current market, most airlines are charging consumers to access wifi, Virgin is the only airline that has offered it for free. Also most only offer it on specific planes, not their entire fleet.

Opportunity: Provide free wifi access on all Flights.

IN-FLIGHT TABLETS



Only a few airlines are offering in-flight tablets for their passengers to use. For most, the service is available only on select flights or for specific passengers, like first class or business class.

Opportunity: Provide tablet access on all flights

PREMIUM ENTERTAINMENT



Many airlines are starting to offer premium entertainment. TV channels and movies are the most popular content, however some airlines are expanding to include games, radio and live TV.

Opportunity: Provide a wide range of entertainment options.

MICRO EVENTS



Micro Events are a more recent trend. Airlines have held surprise concerts, shows, and other events on their flights. These events are usually one time events intended to generate social media buzz.

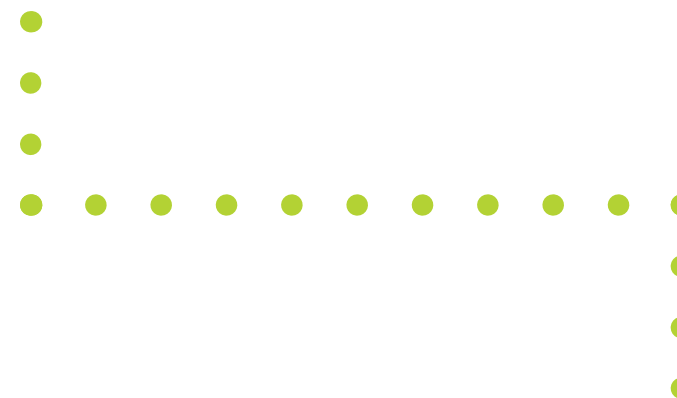
Opportunity: Provide regular in flight entertainment beyond the digital screen

Strategy

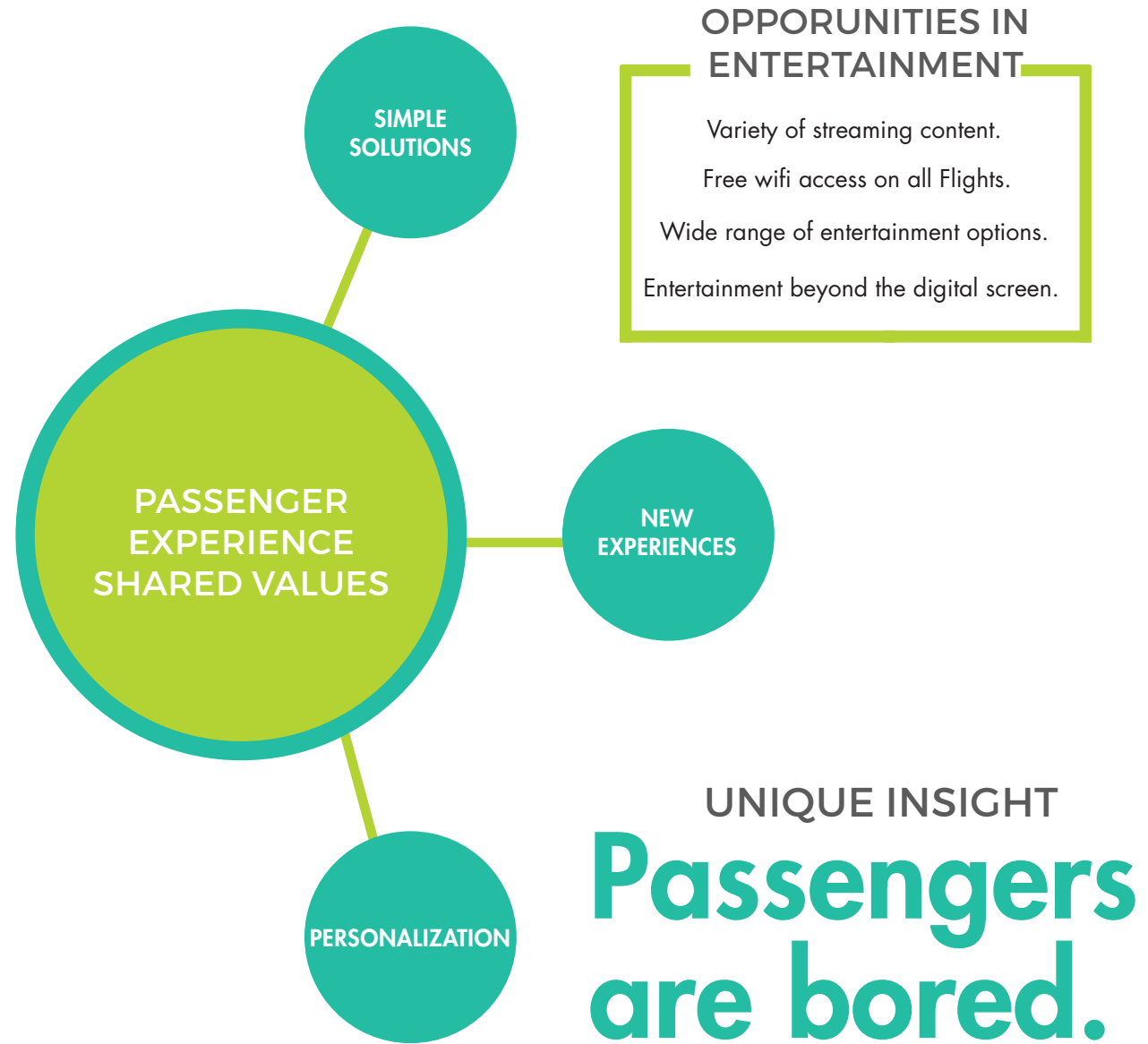
Strategy

THE MASTER PLAN

We combined the key values about the passenger experience, our unique shared consumer insight, and potential opportunities for entertainment to find an strong, unique platform to build an airline around.



OWN ENTERTAINMENT.





CAPTIVATE

To attract and hold the attention or interest of, as by beauty or excellence; enchant.

SPIRIT

The force within a person that is believed to give the body life, energy, and power.

Meet Neon

Brand Concept

Brand Identity

Digital Entertainment

In-Flight Experience

Brand Concept

We own entertainment.

In today's world, people consider flying a burden. They **have** to fly to reach their destination, but nobody **wants** to. In the eyes of a passenger, the entire flight process is like waiting in a long, boring line.

Our airline will completely transform flying from a travel nuisance into an interactive and memorable experience. **Our goal: create an environment that encourages productivity, inspiration, and new experiences;** an environment that makes people want to fly.

How? Instead of focusing on travel, we focus on entertainment. We use passenger lifestyles and preferences to create a seamless, enjoyable flight experience for every passenger.

Introducing NEON.



The airline that makes you look forward to flying. Enjoyable. Entertaining. Inspirational. Experience.

Brand Identity

Brand Identity

WHO WE ARE

Designing a strong brand identity is extremely important for our airline, because NEON is very different than other brands in the industry.

To create the brand identity for NEON, we used the three key pillars we identified for the consumer experience: simple solutions, personalization, and new experiences.

NAME

The name of our airline plays a major role in our overall brand identity. Most airlines use functional names, and we wanted a **strong, evocative name**, to evoke the positioning of our airline and distinguish ourselves in the industry. We wanted a name that is removed from direct experience, but still relevant to our purpose, evoking memories, stories and association.

PERSONA

The voice, image, tone and overall persona of our airline is also a major part of our strategy. We identified key words to better understand the overall persona of Neon Airline:

Bold	Modern
Innovative	Upbeat
Sleek	Dynamic

PURPOSE

We exist to **engage and captivate** consumers and provide an experience in the air, not just a service of transportation. **Neon is an entertainment company first**, than a travel provider. We strive to challenge the status quo and use innovation and technology to create **meaningful, exciting experiences** in the air.

VISUAL

Our design, color palette and type choices reflect our brand persona: **bold, sleek, and dynamic**. We chose a strong, rounded font for our logo, complimented by a bold, vibrant color palette. We kept our branding very simple and added slight color additions to our sub brands, neonX and neonSky to keep brand image consistent with our persona.

Primary Logo:

neon

Icon:



Business related:

neon
AIRLINES

In-flight app:

neonSKY

Special event flights:

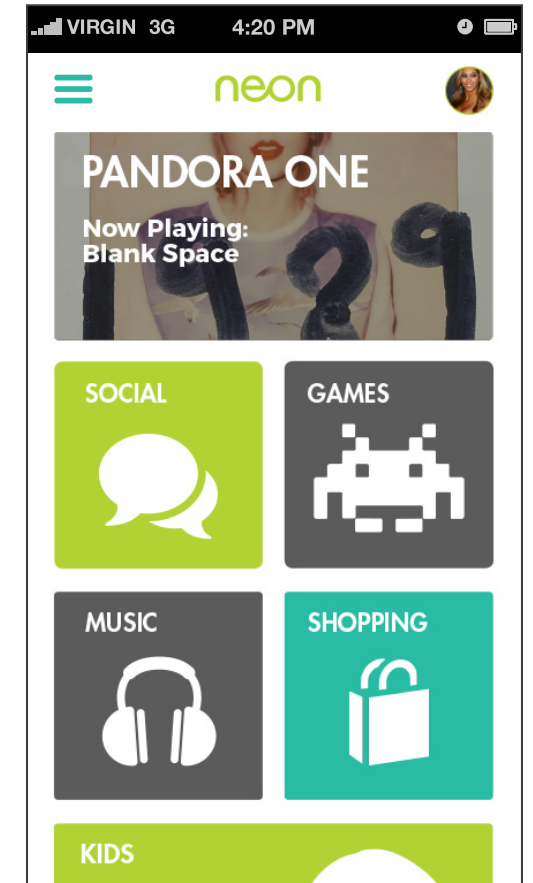
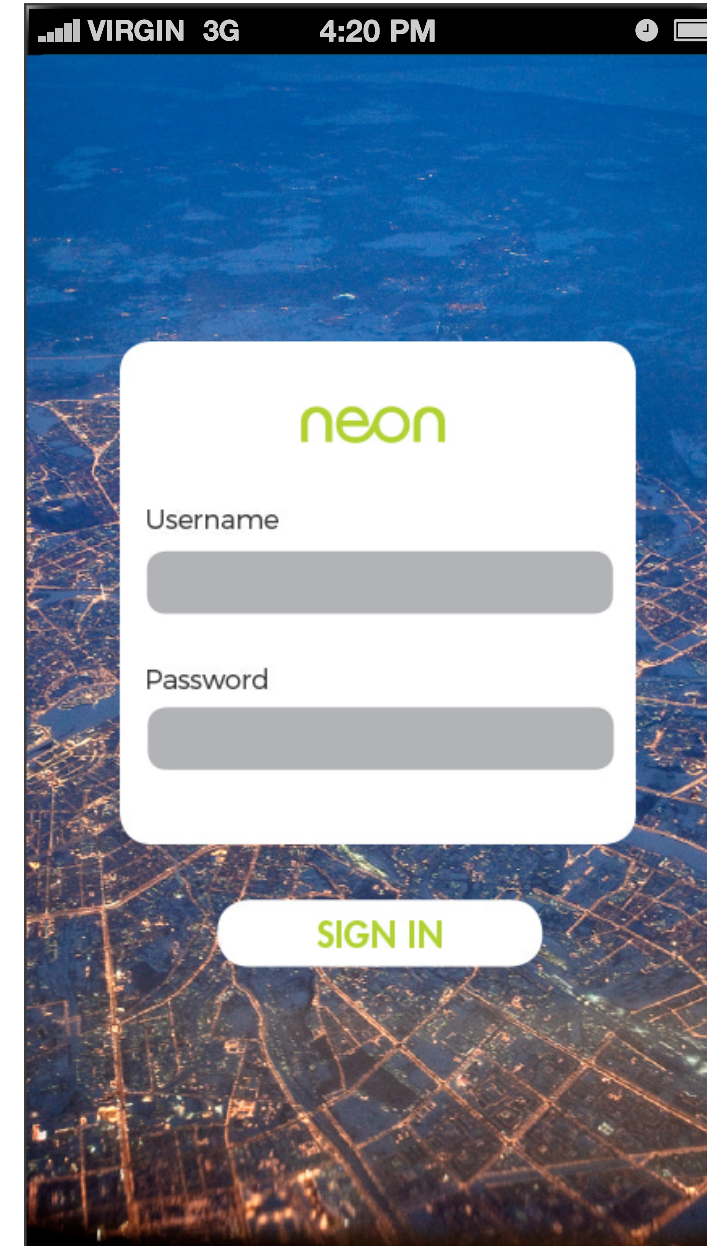
neonX

neon AIRLINES



From branding to experience

When we began building the user experience, we structured everything around the three key pillars we identified: simple solutions, personalization, and new experiences. We wanted everything from our digital space to our customer service to embody these values in the consumer experience.



MOBILE APP

The NEON app is for more than booking flights - we offer a simple interface that also allows users to socialize and enjoy NEONSKY entertainment.

Digital Entertainment

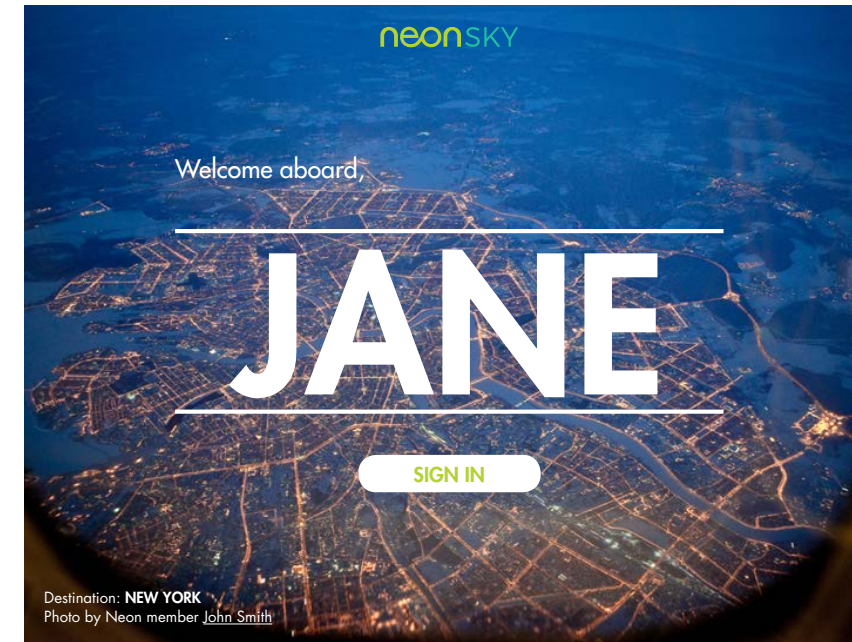
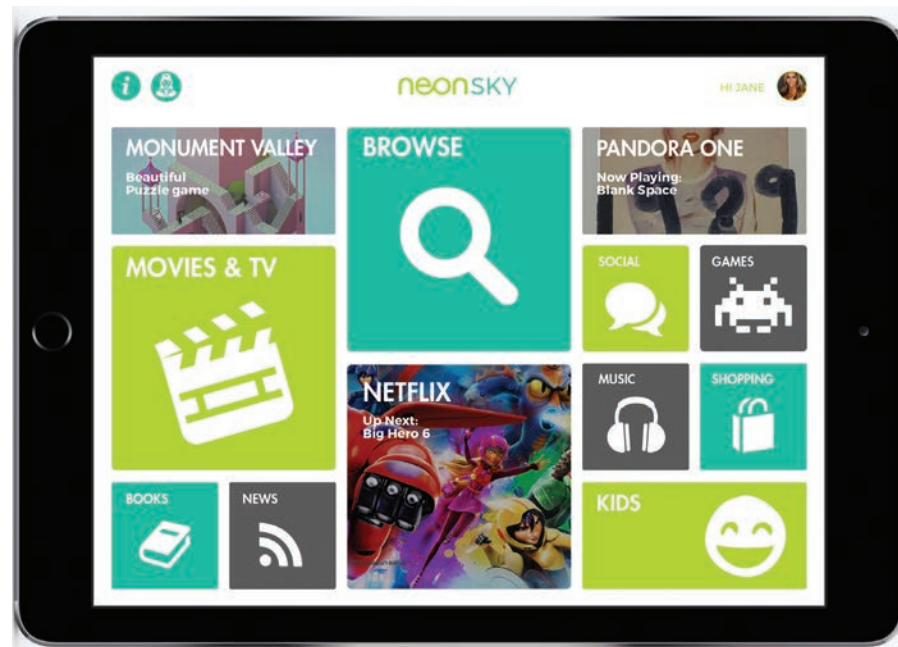
GLOWING PERKS

Digital entertainment during the passenger journey is a major component of neon airline's platform. Passengers want a personalized, seamless experience, and they are typically bored while they travel. We saw this as an opportunity to create an in-flight entertainment platform contextually relevant to each passenger.

Digital Entertainment

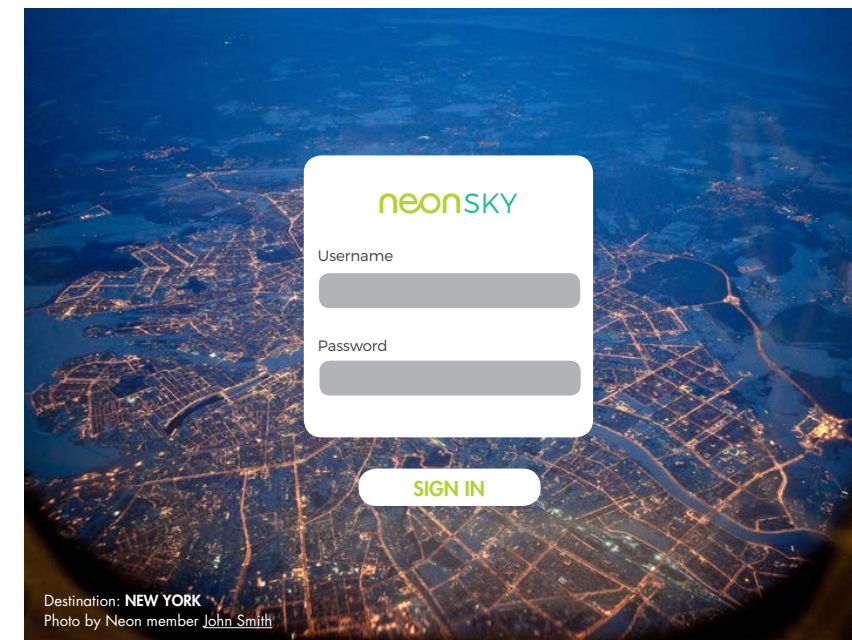
neonSKY

neonSKY is a digital world of entertainment designed around each passenger, offering a range of entertainment from movies and TV, to shopping and news. Instead of creating an entirely new platform, neonSKY hosts 3rd party companies, allowing passengers to access content that usually requires a paid subscription, like netflix or hulu, for the entirety of their flight.



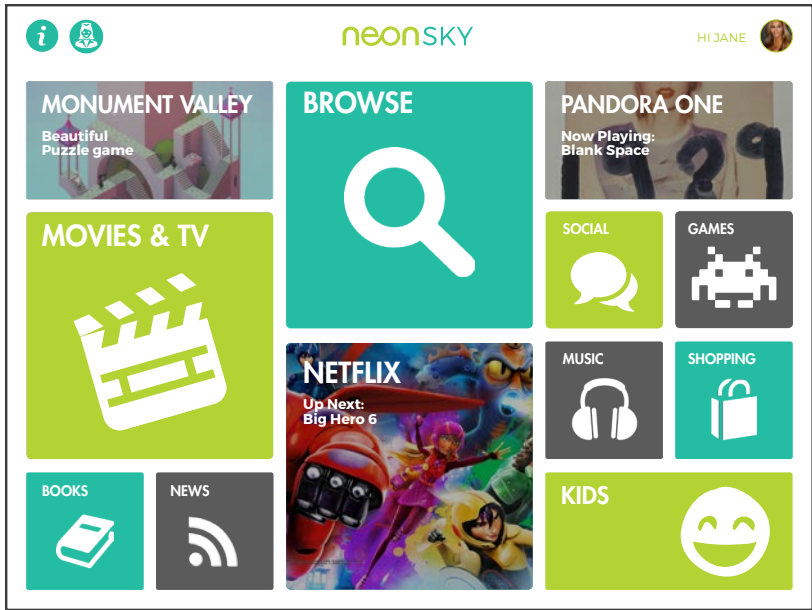
WELCOME SCREEN

During boarding, each seat will already be preloaded with the assigned passenger's name visible, making boarding a more friendly and welcoming experience. We will feature photos taken by our members on the welcome screen.



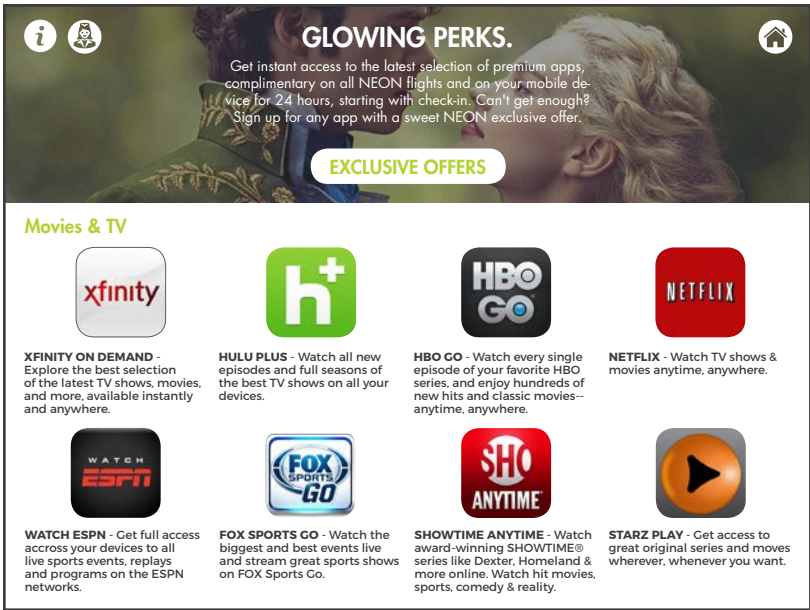
SIGN IN SCREEN

Next passengers will securely sign in with their neon account to access their customized neonSKY experience.



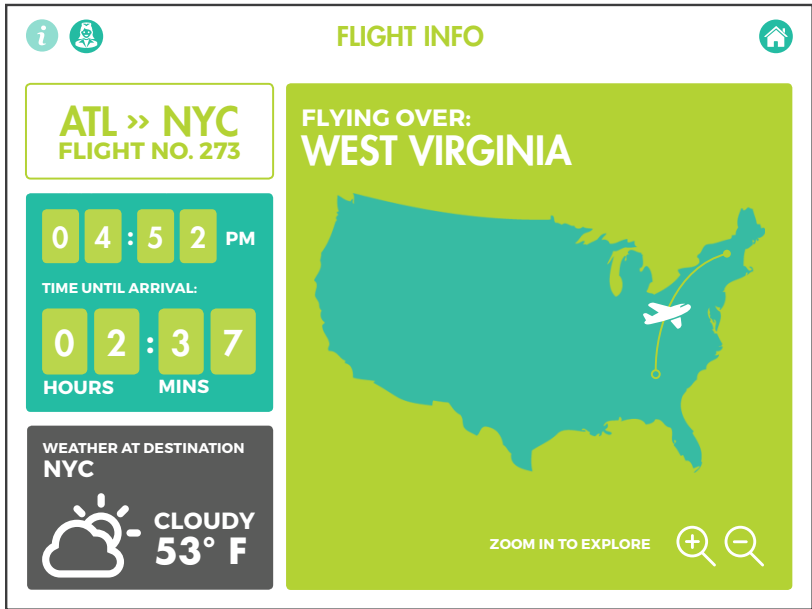
HOME SCREEN

The home screen dynamic design is customized to each individual. Highly used categories appear bigger, and recommendations from passenger data will be seamlessly placed among the categories.



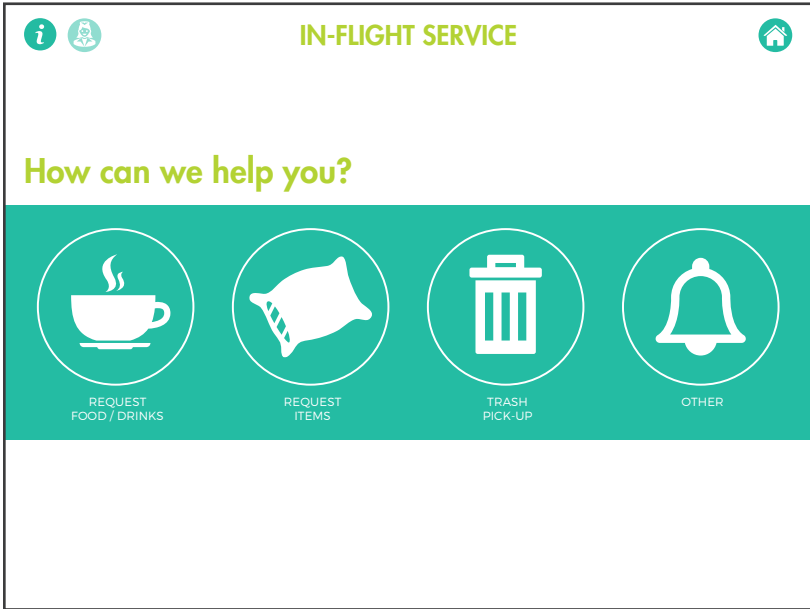
PREMIUM APPS

Internal screens display the neonSKY's latest selection of premium apps as well as exclusive offers for purchasing ongoing subscriptions to those apps.



INTERNAL SCREEN

Flight info is available at the touch of a button on any screen within the app. The interactive map can be used to explore and learn more about any US locations.



IN-FLIGHT SCREEN

In-flight services can be ordered through the app, with options for common needs, making service faster and more efficient.

CONTINUING THE EXPERIENCE

neonSKY is seamless across multiple devices. After check in, passengers can access neonSKY on their own devices through the neon app. If a passenger wants to use Netflix, they will select Netflix to download it through our app, and then login via their neon account info. Once they board, their content will seamlessly transfer to the neonSKY screen on the plane.



In-Flight Experience

In-Flight Experience

The major differentiator for neon airline is the creation of experience flights. Passengers are motivated by new, cool, and unique experiences. We saw this as an opportunity to provide in flight entertainment that goes beyond the digital screen.

INTRODUCING: NEONX

NEONX are specialty flights providing an interactive experience for passengers. Each NEONX flight is different, offering a customized experience and atmosphere based on shared interests and preferences of passengers aboard, completely altering the in-flight experience.

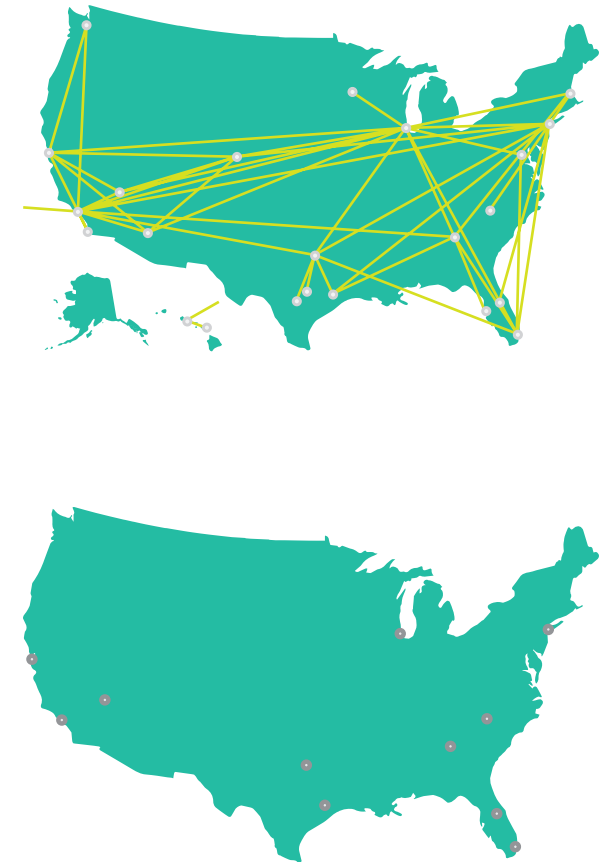


NEONX strategy

We used geo-relevant data based on flight patterns to identify routes carrying similar genres of passengers. We started by looking at the busiest air travel routes in the US, and applied that data to popular destinations for both business and vacation travel.

We researched consumer behaviors of business and leisure travelers to pinpoint travel patterns among similar passengers, including common time frames people fly.

Using this data, we were able to identify specific flight routes carrying passengers with strong shared values. We created our neonX flight experiences into three primary categories: business, destination, and events.





customed entertainment,
product trials and everything.

Passengers receive a
complimentary cocktail

web portal to connect with
passengers attending the same
conferences or staying at the same
hotel.

flights are 18 and up

Seats are designed with table
space and room to accomadate
business travelers.

Reward points double for neonX
business

NEONX: BUSINESS

We took the busiest air travel routes with the most popular US areas for business travel to identity our flight routes for neonX business. Because business travel is frequent and consistent, the schedule for neonX business flights is reoccurring and each flight offers the same experience.

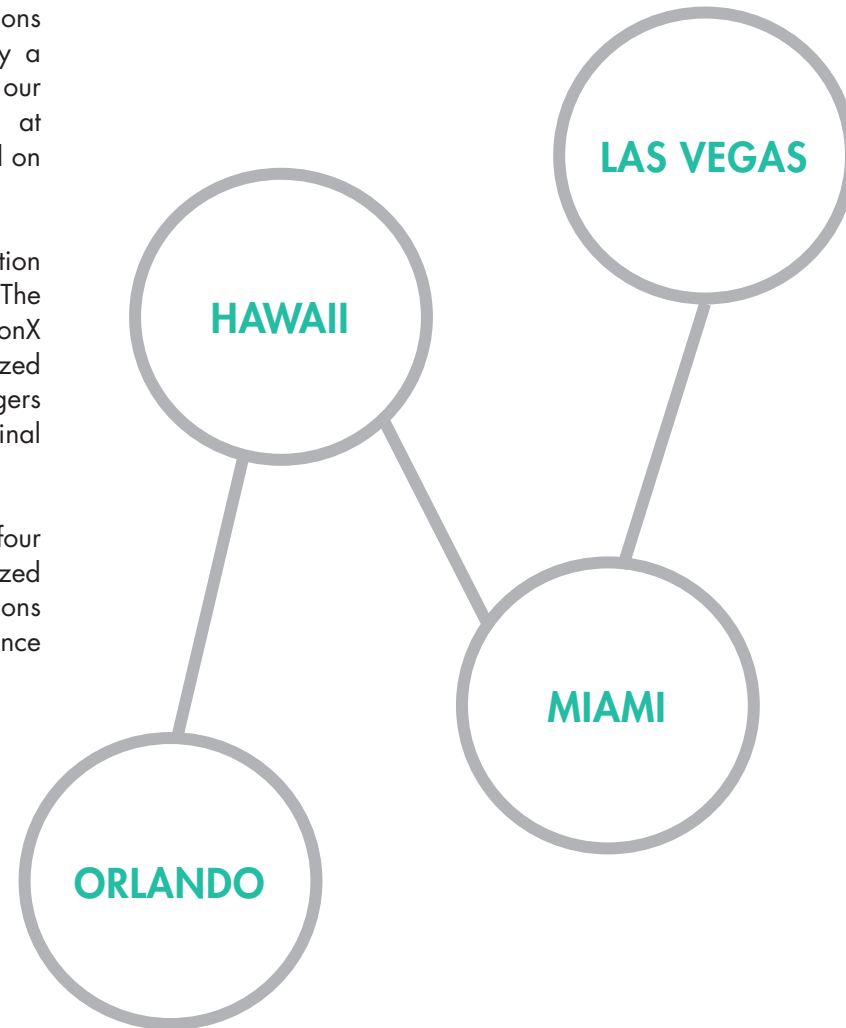
Once we identified the flight routes, we looked at the expectations and desires of business travelers to create a desired shared experience.

NEONX: VACATION

We followed the same strategy as the business flights, however we focused on vacation and leisure destinations to identify our routes. To identify a strong shared interest among our passengers, we looked deeper at consumer wants and needs based on each destination.

As a result, each neonX destination flight experience is very different. The atmosphere and experience of neonX destination flights are customized around the shared values passengers have in connection to their final destination.

To launch neonX we chose four popular destinations and analyzed passenger desires and expectations to create a strong shared experience for each flight.



NEONX: EVENT

After we launch the destination flights, we will expand the neonX experience to incorporate events. We chose highly marketed events with large audiences to create a shared experience in the air. We also want to target events that already have a strong presence in social media.

The idea behind expanding into events is to stay relevant to the consumer. By offering custom experience flights for a range of popular events, we are able to reach a wide audience in a space they are already interacting with.

Lift Off

Invitation Promo
Campaign Launch
Social Media

Promotion

PARTY AT 25,000 FT

The platform of neon airline is designed to take off on its own. We are changing the way consumers fly by introducing an entire new category of flights. As a result, our primary promotion will rely on consumers sharing content from our flights and spreading the word via social media.

To get the initial buzz generated, we designed a launch event in a teaser format, by targeting a concentrated audience of heavy social media users.



Launch Event

We will launch through a teaser campaign by building off established popular events that fall within the same timeframe; TED Business Conference, NY Spring Fashion Week, and a partnership with the hotel MGM Grand.

We will provide each organization with flight tickets to distribute via social media for their events. This will ensure the passengers on each flight have a strong shared interest for us to provide a quality experience. Passengers will believe the flight is like any other, until take off.

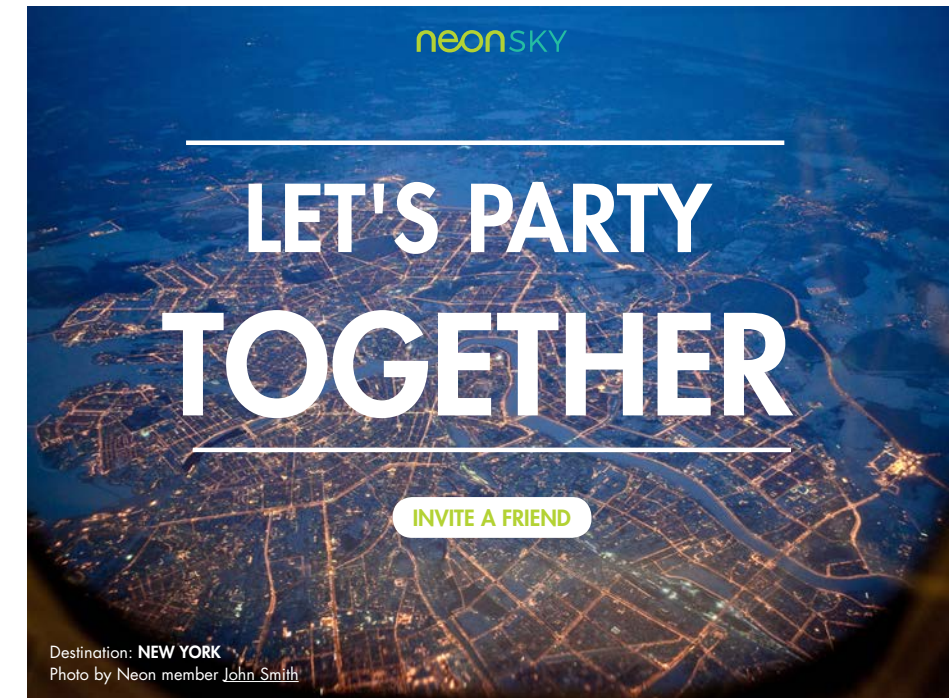
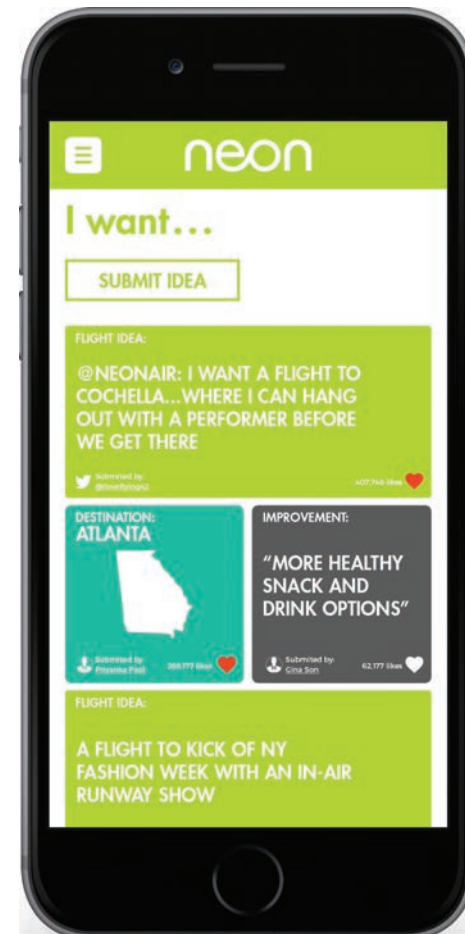
Once the plane is in the air, the lighting will change, music will begin, and the tablets will stream a launch video introducing our airline.

Each flight will have a custom experience: a fashion show, Business speaker, and party atmosphere to reinforce our custom flight platform. Our objective is garner social media content and help our launch go viral.

Social Media

Building off our event launch, we will continue with a strong presence on social media encouraging our audience to share content. The social page of the neon mobile app and website will allow users to submit their ideas for flight ideas, new destinations, and general improvements. The page will collect input from Neon members, as well as social media sites such as Twitter when users tweet to us.

Users can then “like” the ideas they want to see implemented, and the top ideas will appear higher on the page. This powerful social platform allows us to get to directly gather passenger opinions and figure out exactly how we can continuously improve our brand. It is a space for conversation between passengers and the brand.



Invite Promo

During our first year, we will use an invitation only strategy to build buzz and help growth. After booking a flight through neon airlines, passengers will automatically get a neon account, and the option to invite two others to open an account. The advantage of a neon account, is all group travel booked together during the first year will be heavily discounted, to encourage people to share and fly together.

neon