

Lufthansa Campaign

Campaign Objectives

- Create launch impact and awareness about the launch of Hyderabad – Frankfurt - Hyderabad route by Lufthansa Airlines.
- Simulate interest amongst Lufthansa core target group about the new route.

The Yahoo! Solution

- The campaign was split in 3 phases : Pre-launch, Launch and Sustenance.
- Create & run a teaser campaign for 20 days to create awareness & induce online tickets booking.
- Splash the Y! India homepage innovation on the day of launch.
- Complete mail road block for two days to ensure maximum reach.

Results & Summary

- 20 Million Banner impressions
- 40,000+ visits during the 2 days Mail Road Block

