



PUBLICIS

Contagious Ideas that change the conversation

## **Publicis Modem appointed to easyJet social media account**

27<sup>th</sup> October 2009: Publicis Modem has been appointed to develop, manage and grow easyJet's presence on Facebook, Twitter and MySpace. The agency first started working with the low-cost airline in 2008.

Publicis Modem has been tasked with re-launching the social media platforms with fresh strategies. The project springs from the fact that easyJet has built up a strong business through offering low cost flights and has a loyal customer following. The digital agency will work to engage these followers on social media platforms to boost advocacy, flight bookings and increase acquisition on easyJet.com. The agency's methodology is based around the Net Promoter Score (NPS) system.

The work kicks off with an industry Facebook first, due to launch in early November: the Group Travel Planner. The Planner will simplify the logistics of getting groups of people travelling together using a mix of Publicis Modem and Facebook technology. The digital agency has also created a promotion - 'The Great easyJet Getaway' - to drive traffic to the easyJet fan page, where contestants are invited to upload images and comical captions as to why they need to 'get away' the most. For example, the image of a crashed car could sit alongside the caption: 'Just smashed my dad's Porsche and he arrives back on Friday'. There will also be a range of online advertising driving visitors to the Facebook fan page.

The Twitter campaign involves giving followers the inside scoop, with information and tips on how to navigate the, sometimes complicated, holiday process. Up to date information on when and where to go, as well as what to do when you get there, will be offered, helping followers get the most out of their travel. It will also provide a place to share and engage in travel stories.

Katie Stitson, UK marketing manager at easyJet, commented: "We were impressed by Publicis Modem's methodology and approach, as well as their ability to get under the skin of our fast-moving business. Social media is a key focus for easyJet and it's important part of our target audience's day-to-day lives. We're looking forward to rolling out this fresh new approach over the coming months."

Anthony Effik, chief strategy officer at Publicis Modem, added: "It's great to be appointed to work alongside easyJet, and especially to be involved in a Facebook first for the brand, and the industry as a whole. A company's growth is dependent on the number of its loyal followers talking positively – a key LSE study shows that a 7% increase in NPS leads to a 1% increase in growth. We've put this into practice in the new brand strategy and the strategy includes continually monitoring and optimising."

## Ends

Title/Project	easyJet social media programme
Brief	Re-launch easyJet's social media strategy across Facebook, Twitter and MySpace
Agency contact	Kevin Power
Agency contact job title	Brand Director
Client name	Katie Stitson
Client job title	Marketing Manager easyJet
Copywriter	
Art director	
Planner	Tony Effik, Chief Strategy Officer
Media agency	OMD
Media planner	
Production company	N/A
Exposure	N/A