

# neon

REIMAGINING THE AIRLINE EXPERIENCE

# Objective:

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



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# The Situation

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The Passenger

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# Industry Overview

# Industry overview

## SO WHAT FLYS?

The airline industry exists in an intensely competitive market. It is one of 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.



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**



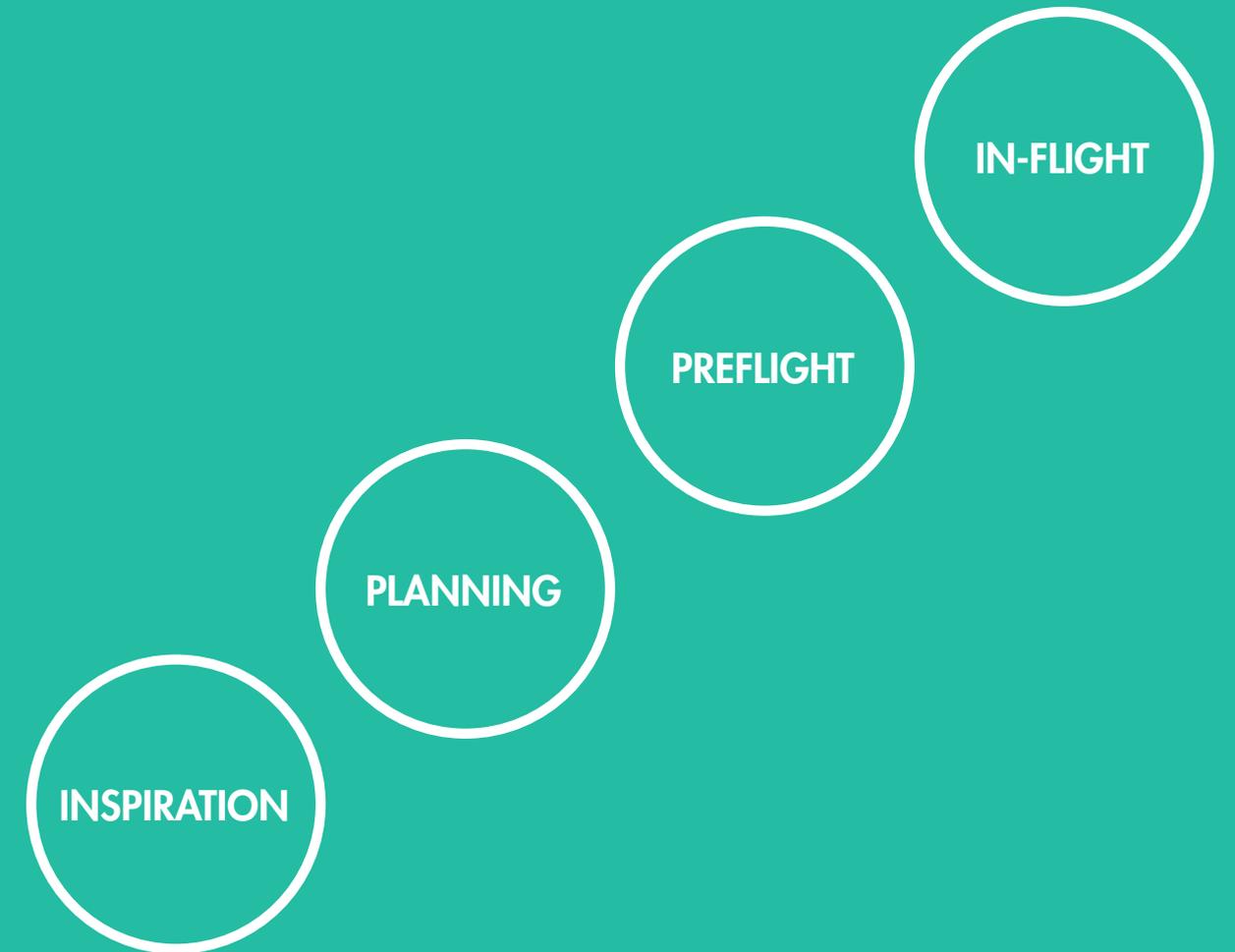
## PASSENGER JOURNEY

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 ✈️



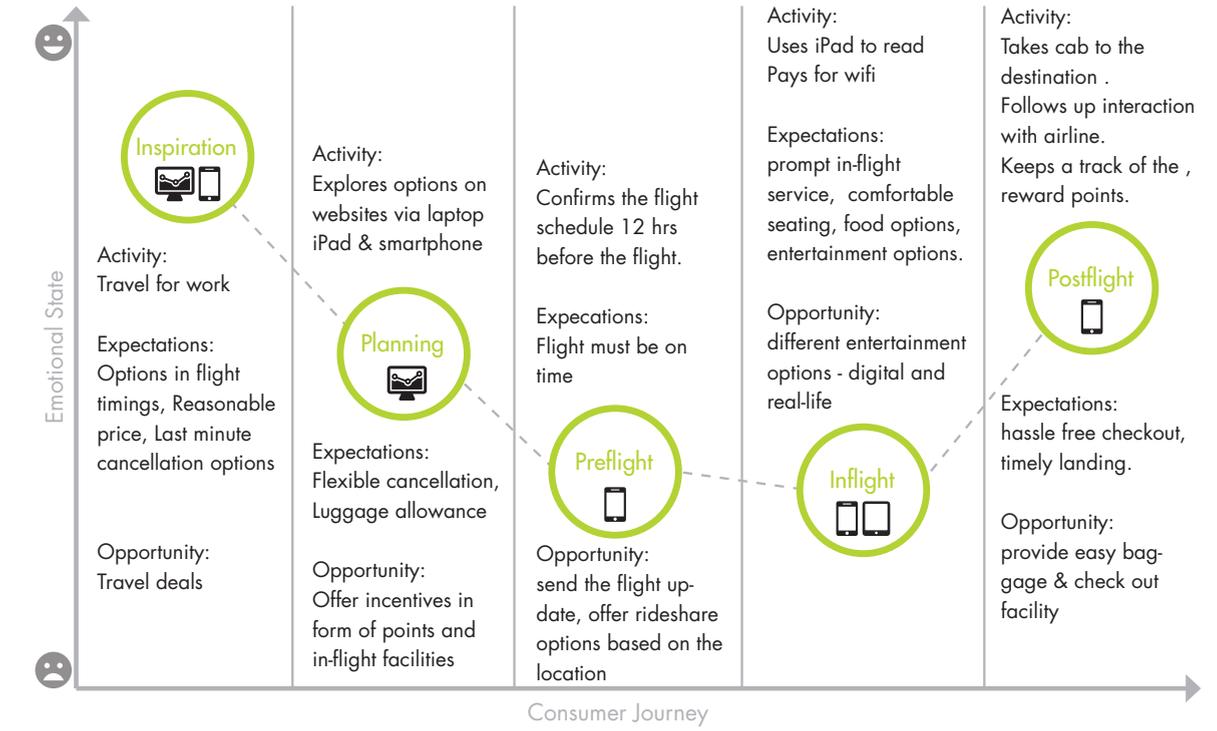
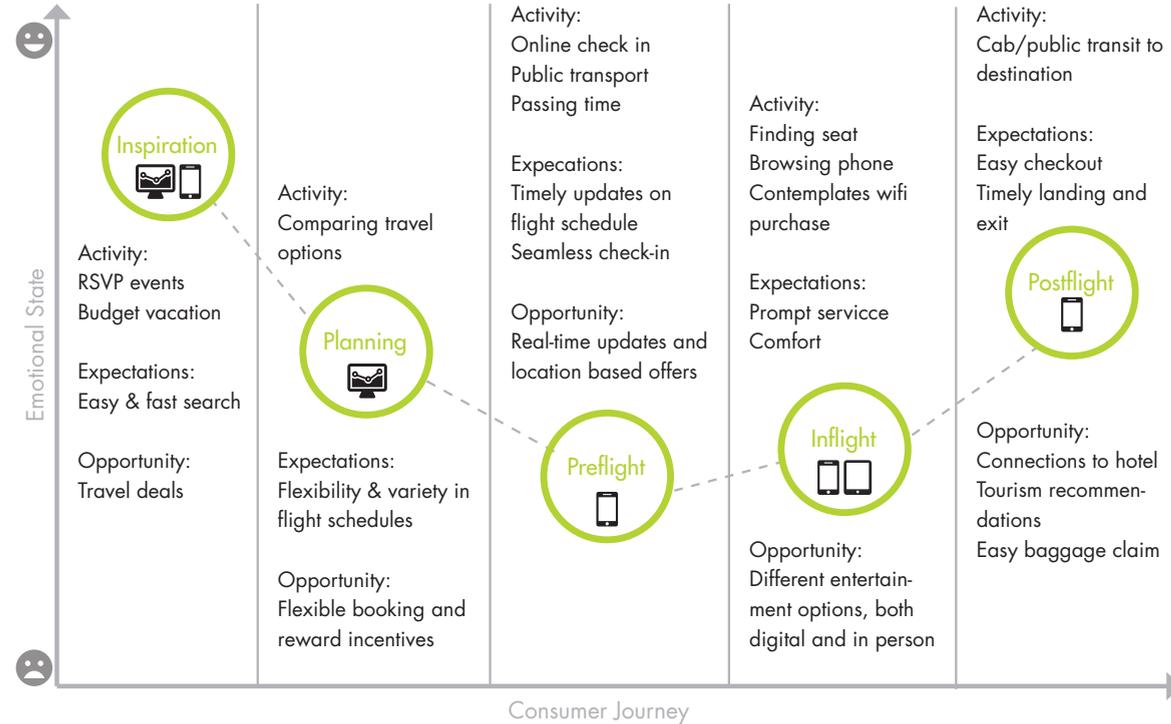


**AGE** 23  
**LOCATION** Austin, TX  
**JOB** Grad Student  
**HHI** \$-  
**STATUS** Single

**"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

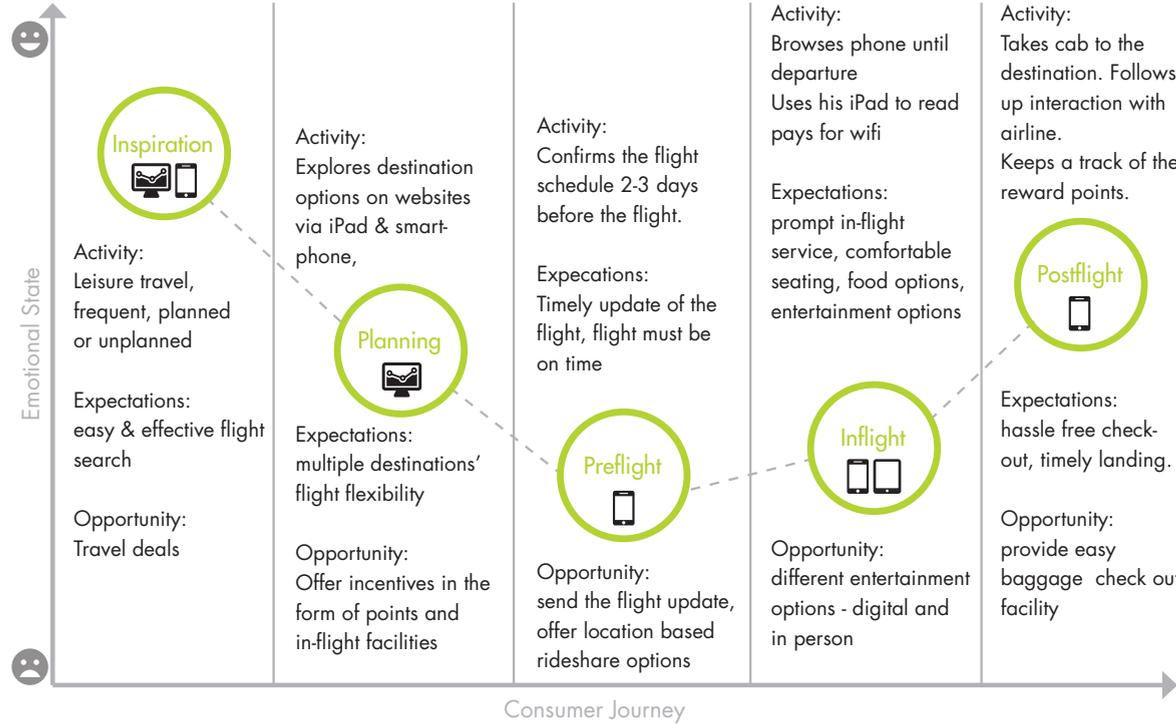


**AGE** 27  
**LOCATION** Lexington, KY  
**JOB** Consultant  
**HHI** \$90,000  
**STATUS** Single

**"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



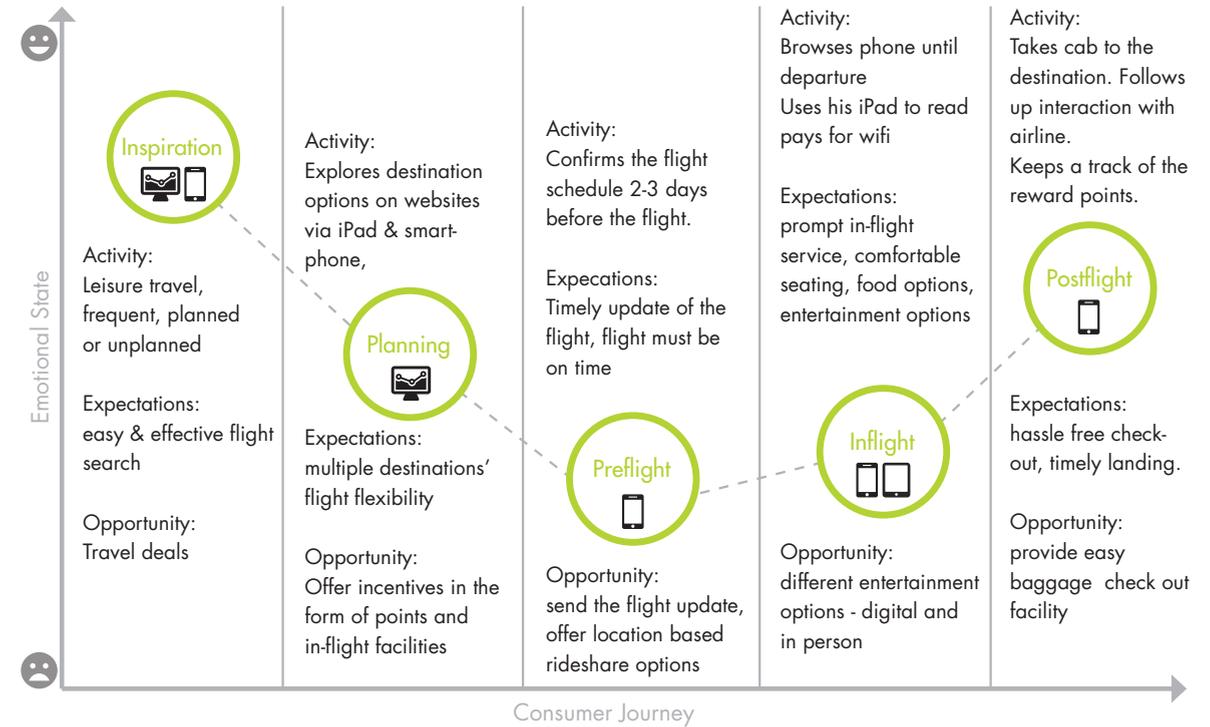
**AARON  
AIR**

**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



**SARAH  
SKY**

**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



**THEY'RE  
BORED**

# KEY INSIGHTS

Crave safe, affordable adventure.  
 Prefer to travel with friends  
 Want brands to disrupt the status quo  
 Seek new, 'cool' experiences

Expect fast, immediate gratification  
 Value time, money, and experience equally.  
 Prefer image-driven and simple solutions  
 Always connected and technology reliant

Prefer brands they can build a relationship.  
 Eager to share ideas, opinions and experiences  
 Seek connections to brands' lifestyles  
 Crave content that delights their senses.

**NEW EXPERIENCES**

**SIMPLE SOLUTIONS**

**PERSONAL CONTENT**

# Passengers are bored.

HOW CAN WE MAKE PEOPLE WANT TO FLY?

Challenge Status Quo  
 Change The Journey  
 Go Beyond Service

Right Mix Of Digital & Human  
 Mobile & Seamless Experience  
 Simple & User Friendly

Continuous Engagement  
 Relevant Content  
 Bond With Consumer

# 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.



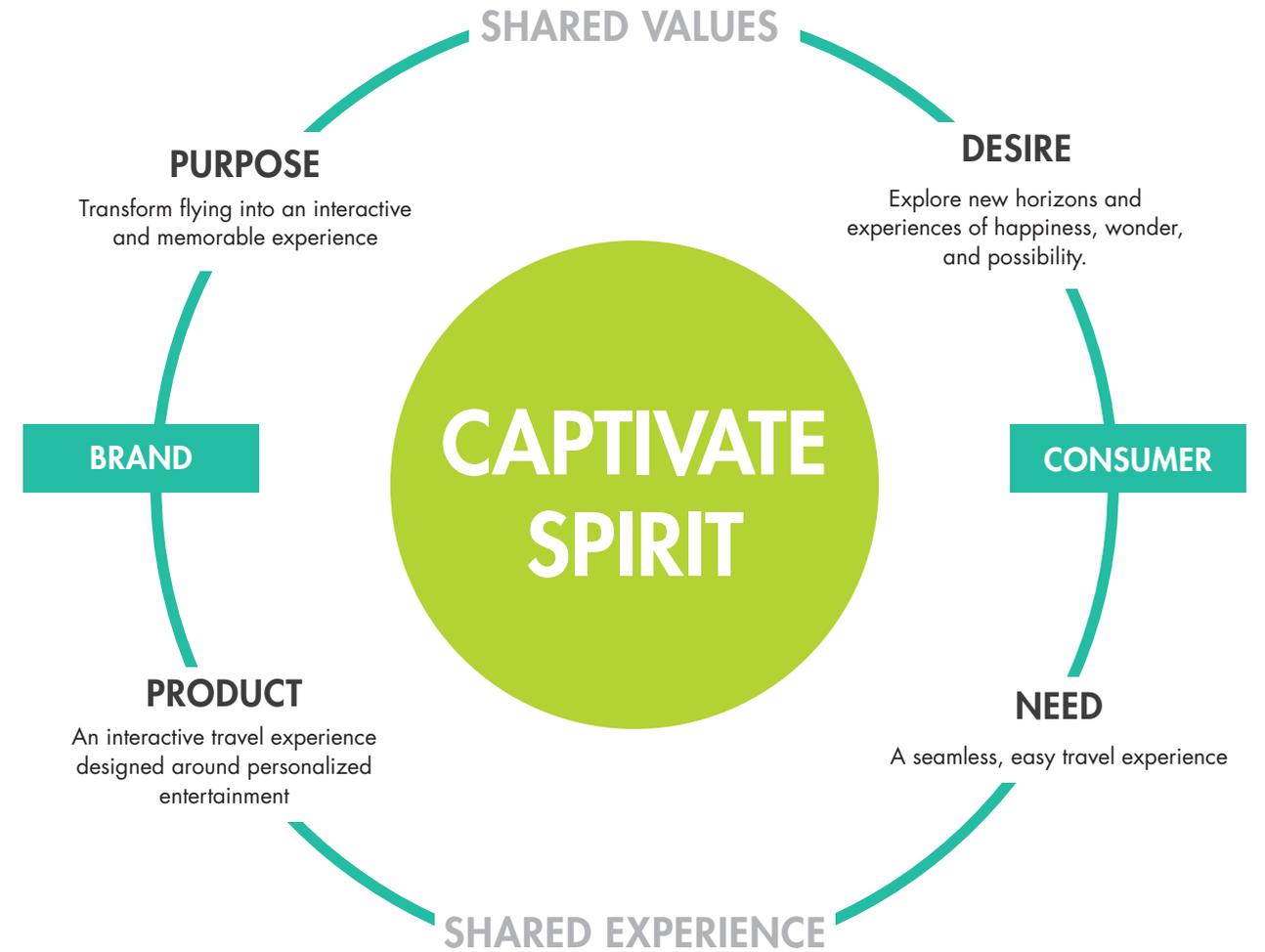
**OWN ENTERTAINMENT.**



**OPPORUNITIES IN ENTERTAINMENT**

- Variety of streaming content.
- Free wifi access on all Flights.
- Wide range of entertainment options.
- Entertainment beyond the digital screen.

UNIQUE INSIGHT  
**Passengers are bored.**





# 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:

Icon:



Business related:

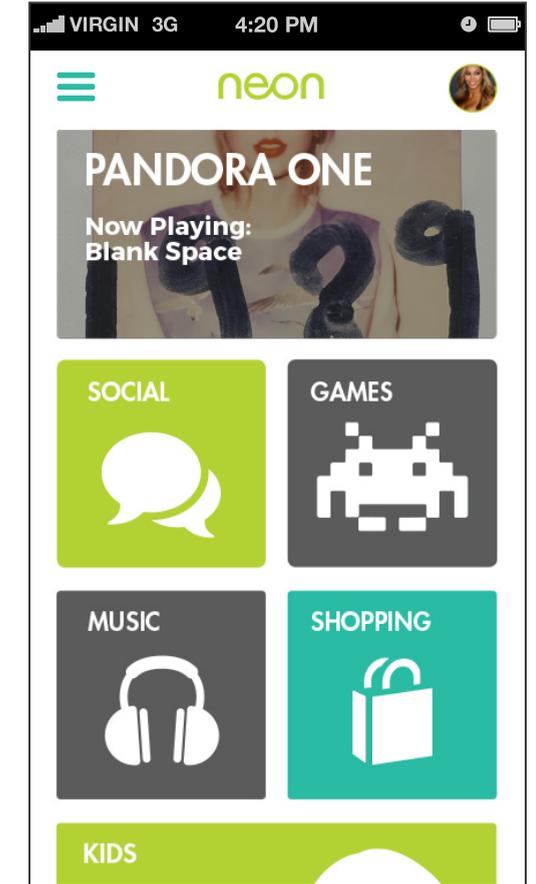
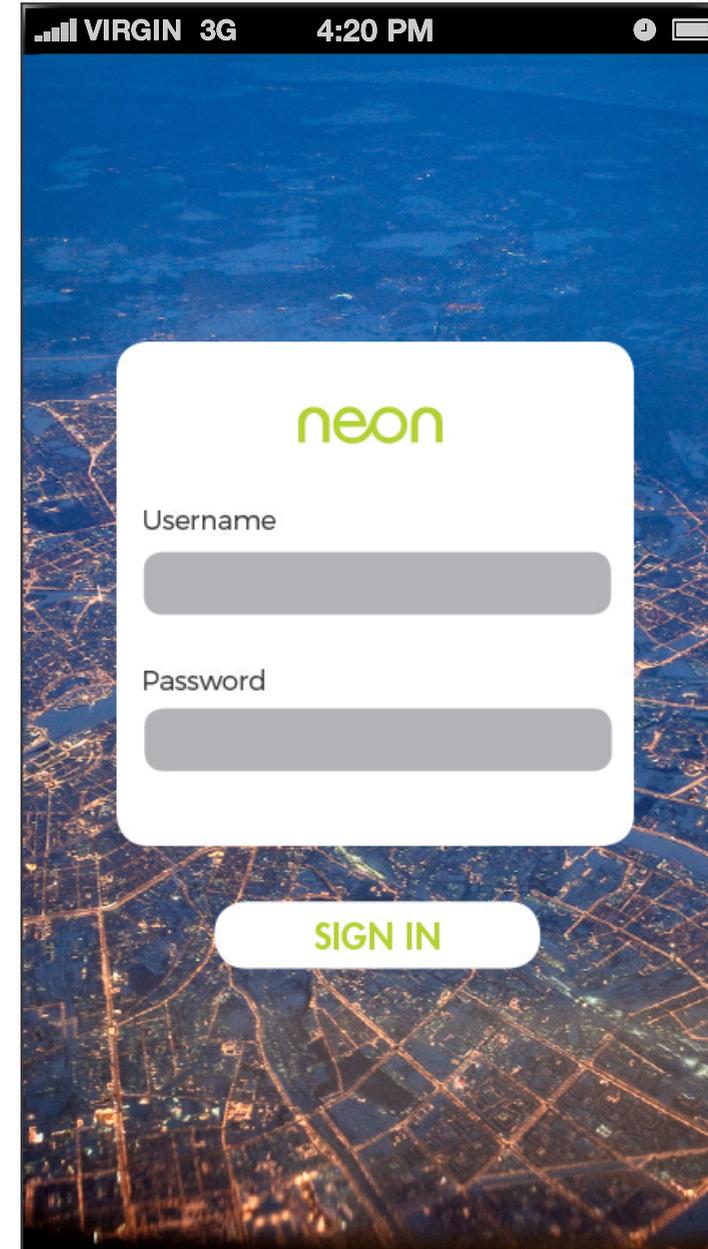
In-flight app:

Special event flights:



# 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

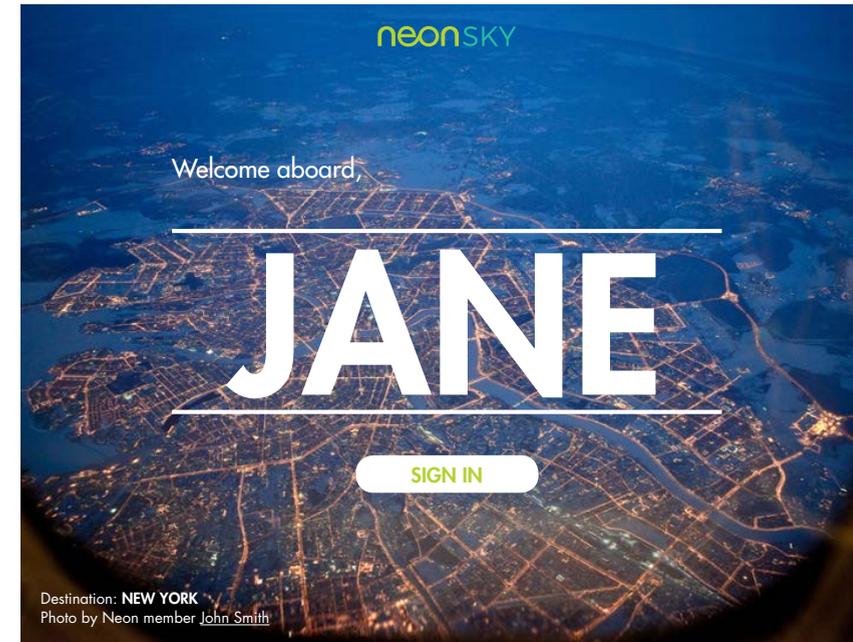
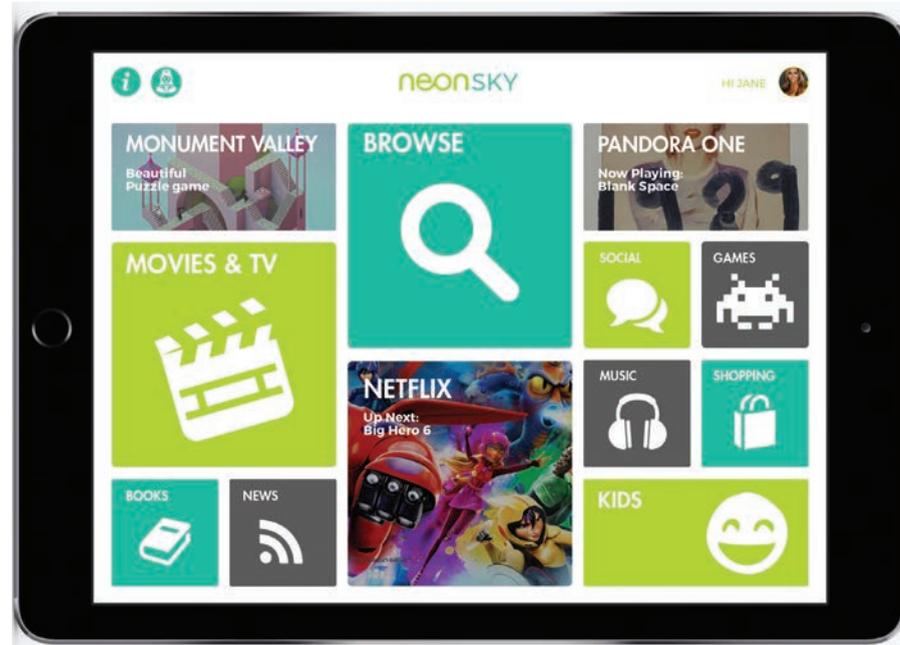
## GLOWING PERKS

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

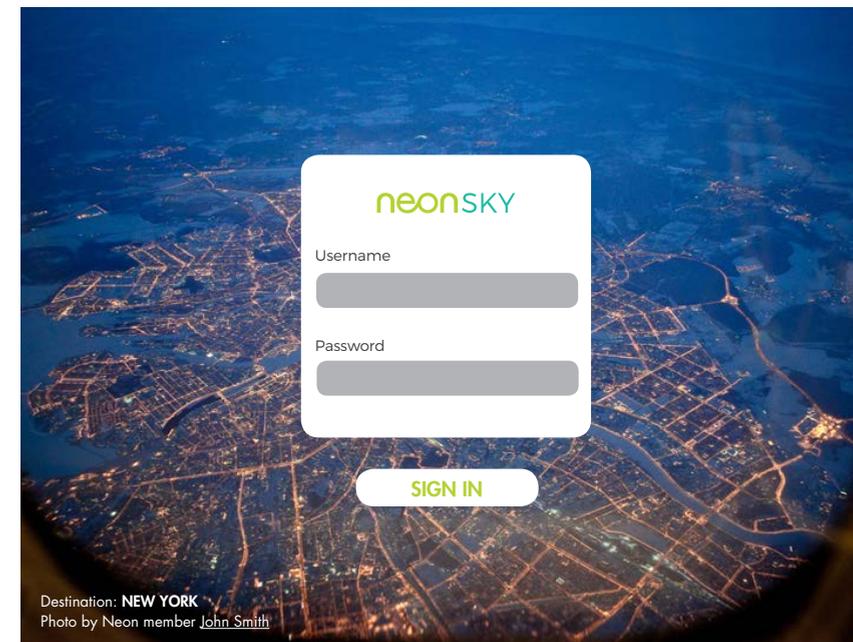
# neonSKY

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.



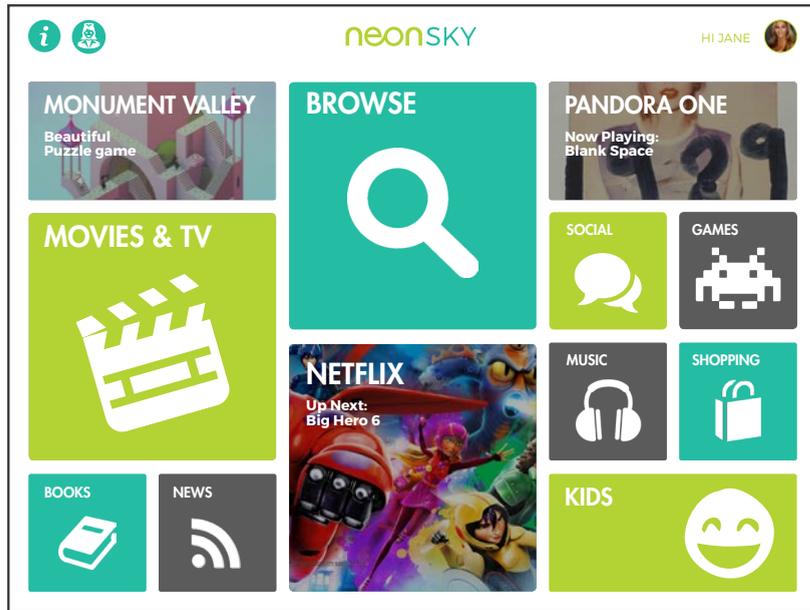
## WELCOME SCREEN

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.



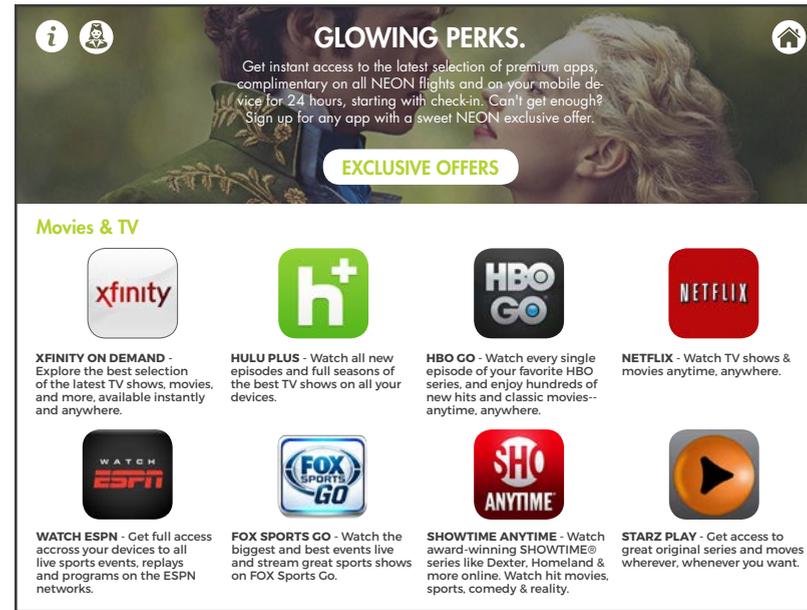
## SIGN IN SCREEN

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



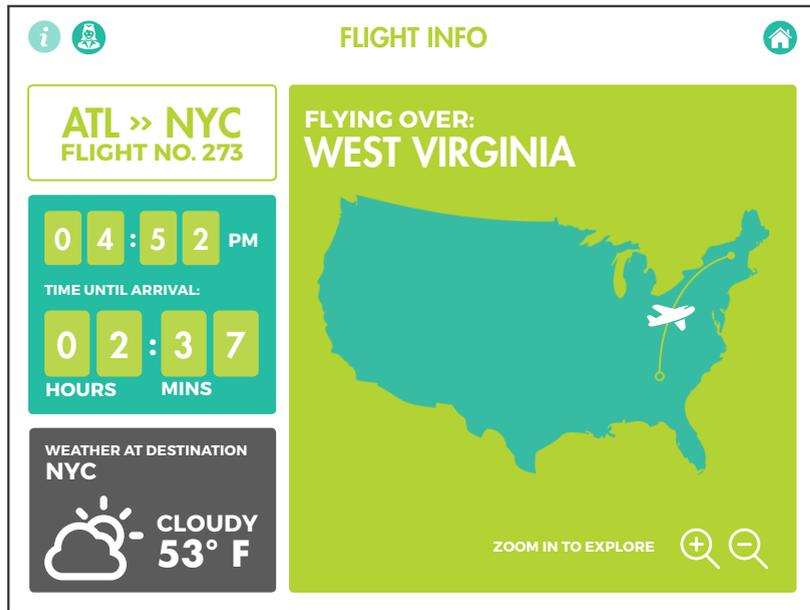
## HOME SCREEN

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.



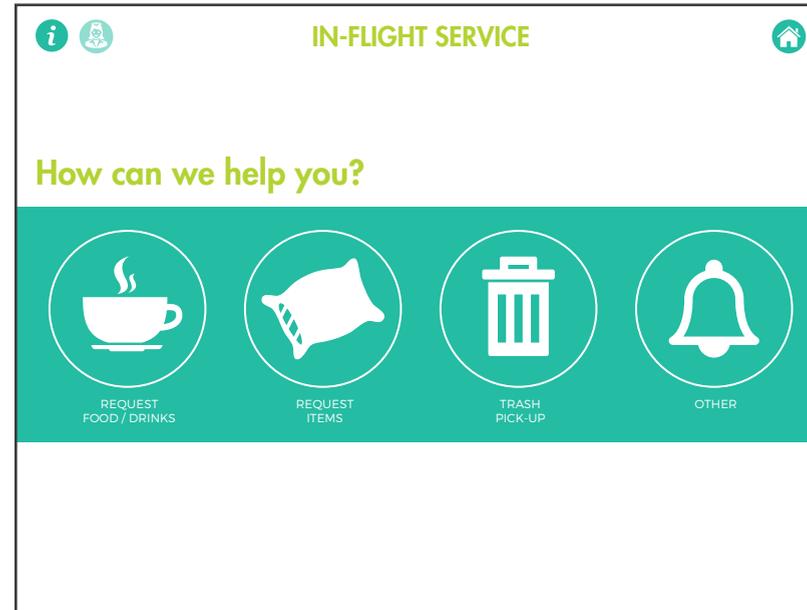
## PREMIUM APPS

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

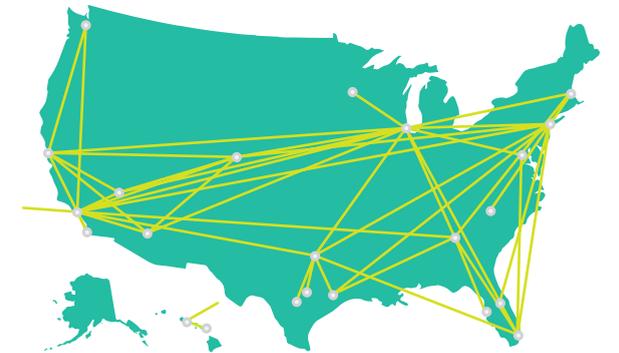
BUSINESS      DESTINATION      EVENT

## 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 identify 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.

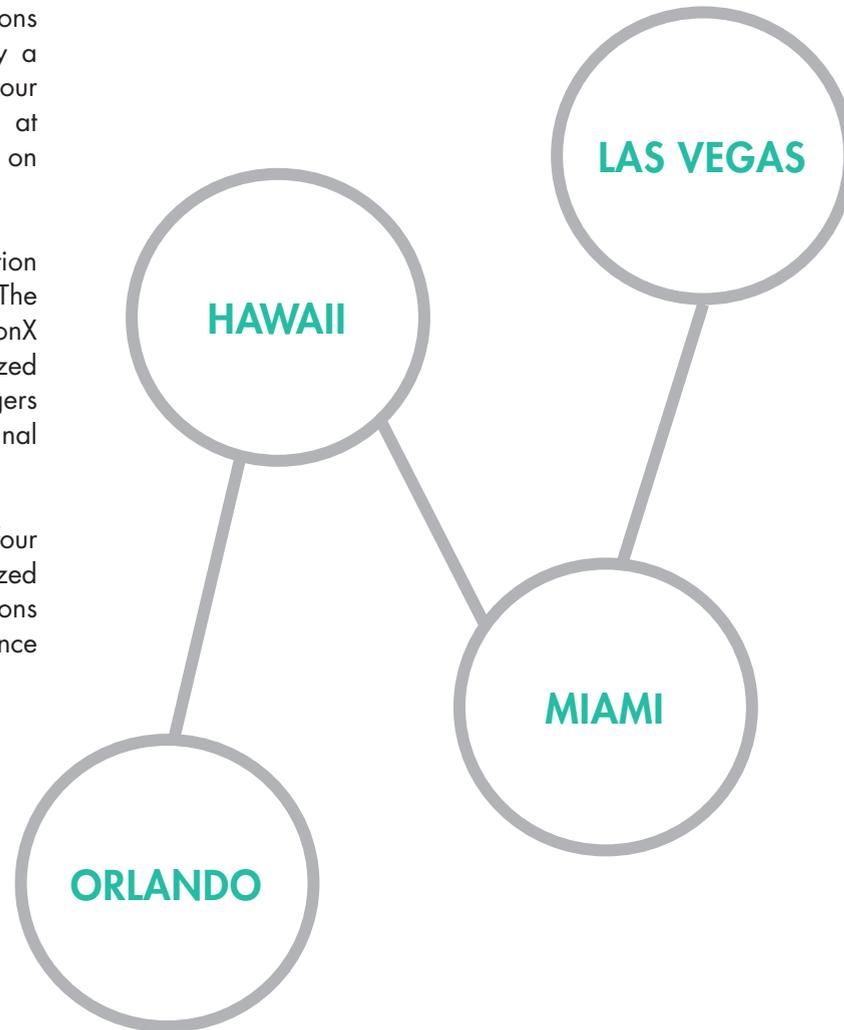
Once we identified the flight routes, we looked at the expectations and desires of business travelers to create a desired shared experience.

## 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.

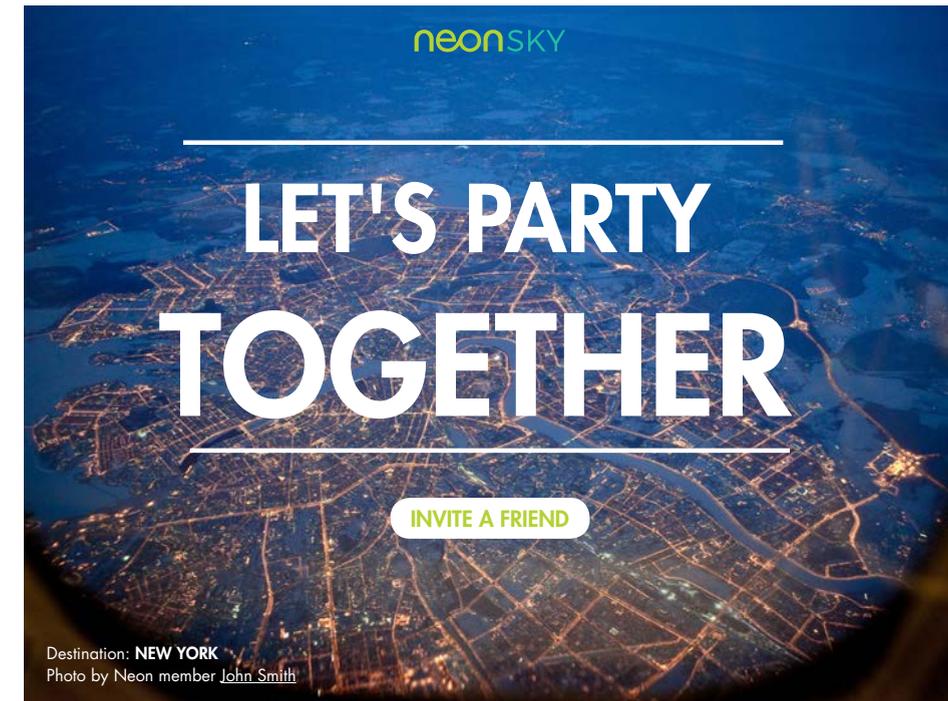
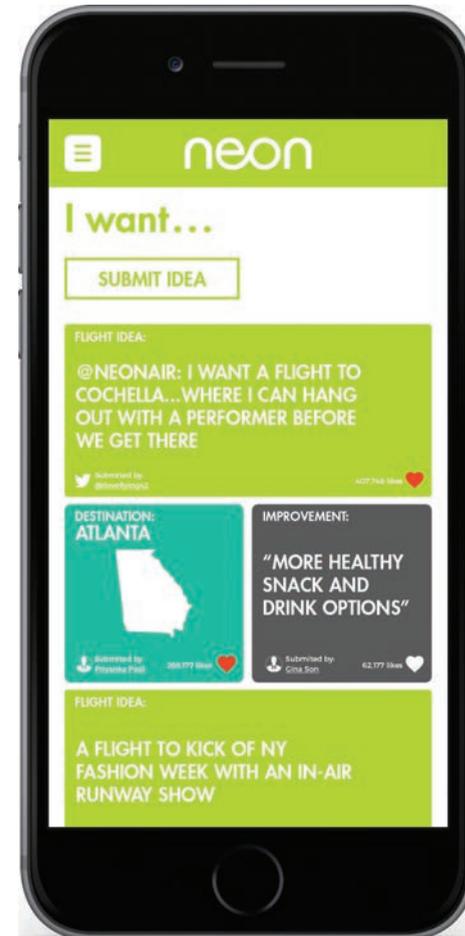
Once the plane is in the air, the lighting will change, music will begin, and the tablets will stream a launch video introducing our airline.

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