

VOLTAIRE: A MEANINGFUL EXPERIENCE

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PROJECT OVERVIEW

Creation of a brief for the company Voltaire to establish their audience, strategic branding, and marketing strategy.

Company Background

Voltaire Express, also known as Voltaire, is an American airline company that is expanding service worldwide. It is known for catering fast air travel by providing short distance flights. The brand wants to make a strong and recognizable presence in the air travel industry, by reflecting dynamism, creativity, and efficiency.

Objective

Create brand awareness and increase sales by 25% by the end of fiscal year.

Target Audience

- Men and women
- 21 to 50 year old
- Single, married, and divorced
- Making \$30,000 - \$90,000
- Making an impact is important to them
- They like work remote

- Family is important to them
- During their weekends, they like to visit new places, with cultural activities or access to nature like State/National Parks.
- They binge watch shows/series through streaming services.
- Having Free Wi-Fi is a necessity
- They exercise but is not an obsession, they have online exercise steaming services
- When they book their flights, they value accessibility and functionality, and that what you see is what you get, no hidden fees or other fine print overcharges at the airport
- They also value transactions that can be done in their mobiles, through an app that is responsive

Brand Voice

Empathetic and progressive

Insight

The target audience wants to make spontaneous travel without a hassle and restraints of mayor airlines that differentiates princes due to proximity date of travel or destination. When making a reservation they want to do it through their mobile without jumping through holes to get it done. Also, when they get to the airport, they can just precheck though their mobiles too. And finally, when boarding they want to use their mobile, by a simple scan they can get into the airplane.

Slogan

“A Meaningful Experience”

The brand wants to make sure their target audience feel that they are understood and provide them with the experience they deserve.