KLM

FLIGHT FIGHT

CHALLENGE AND INSIGHT

“I consider myself environmentally conscious. Taking care of my environment is important for me. I’m travelling by airplane a lot. However it never crossed my mind that travelling by airplane pollutes the airspace excessively.

This is the moment when I face this problem and I’m completely astonished.”

TARGET AUDIENCE – PERSONALIZED

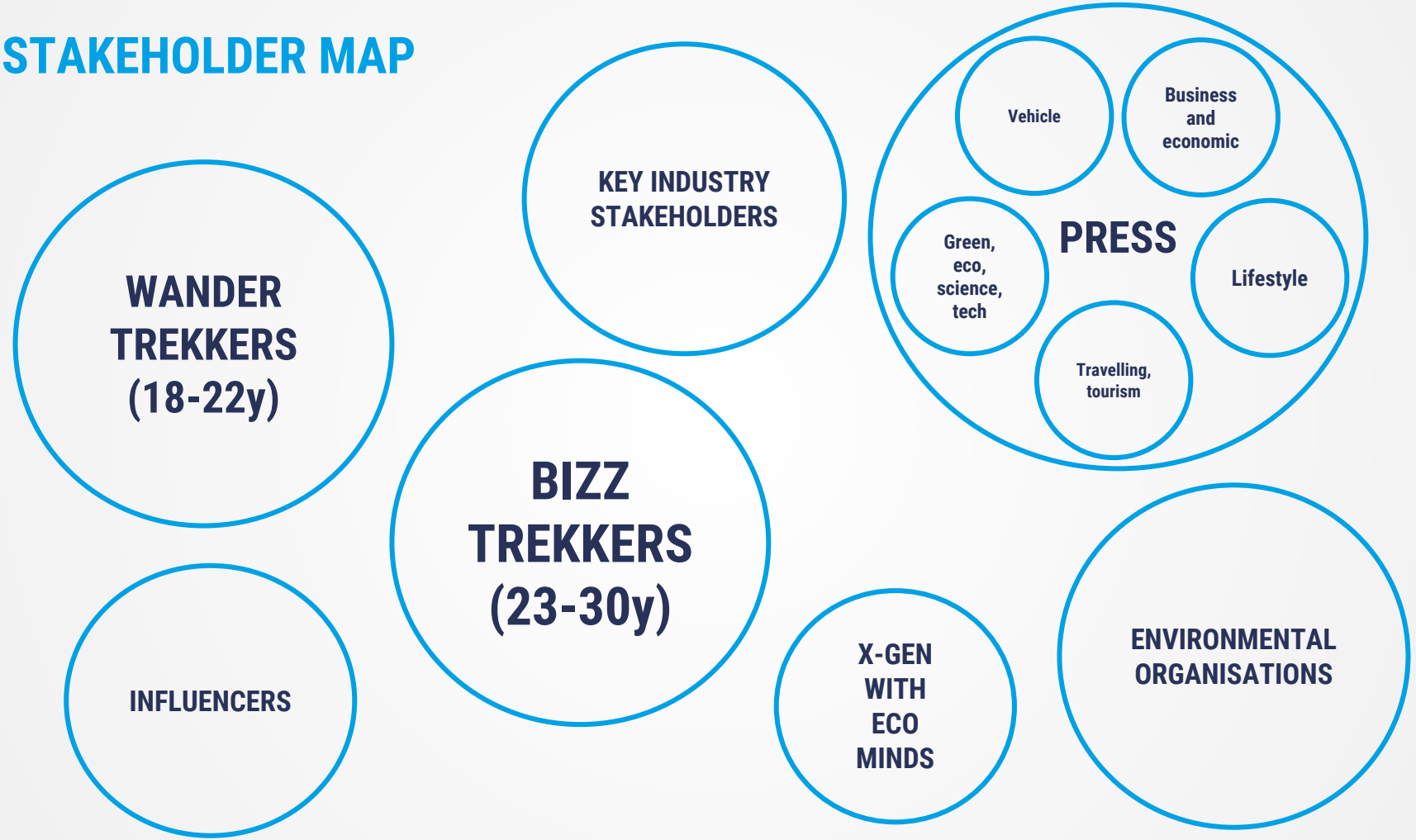
Andor Koczkás is a 29 years old mid-manager at a big FMCG brand, who lives in Budapest. He has already tried the e-car sharing opportunities, collects the garbage selectively, shuts off the lights on Earth Day, but he won't chain himself to the trees with Liget Védők.

Nonetheless we face Andor with a controversy, which seems unsolvable at first. Certainly, travelling by air transport significantly pollutes the environment.

After the discovery, Andor thinks how useful an airline would be to whom protecting the environment, the nature and our future is important.

KLM has taken the first step of this long-term process, KLM takes its responsibility in many ways.

STAKEHOLDER MAP



PHASES OF THE CAMPAIGN

1. **Preparation**
   a. Research and study
   b. Inviting the experts

2. **Teaser & Buzz generation**
   a. Opening scene: Brain Bar Budapest
   b. Press release distribution
   c. Organization of intreviews
   d. PR blitz

3. **Fight Flight**
   a. Option A: press conference above the clouds
   b. Option B: eco press trip

GOALS

1. **Preparation**
   a. Preparation of a complex and interesting background material
   b. Engage experts

2. **Teaser & Buzz generation**
   a. Creating a mass conversation about our cause → teasing the Fight Flight

3. **Fight Flight**
   a. Earned PR and influencer contents
   b. Reach and raise awareness
   c. Spreading WOM
   d. More followers on KLM's social media pages
   e. Engaged customers
   f. Video views, increasing number of shares

PREPARATION

Research and study: we will make research and study with experts about the harmful effects of airplane's pollution.

DATA AND EXPERTS:

- The emissions of NO2, CO2, CH are significant.
- Air transport explicates largely global impact but to have local effects too:
  - Inhalation may endanger the health of the airways,
  - Have an adverse effect on the liver, blood formation,
  - and they can be carcinogens
- In 2016, at the Budapest Airport 11.4 million passengers were handled
- The hungarian air traffic controllers are commanding the movements of 3000 airplanes
- In Europe the greenhouse effects of a condensation strips are much more significant than all the other surface transportation methods.
- It is expected that by 2030 the air traffic doubling in Europe. It causes a 5% increase in airborne CO2-emission here and we have not yet counted on rising air traffic in developing Asian countries.

INVITING THE EXPERTS:

Eötvös Loránd University - department of global ecology: András Takács-Sánta
Central European University, IPCC vice-chairman: Diána Ürge-Vorsatz
Hungarian Meteorological Information Services - department of air environment: Krisztina Labancz
Asthma specialist: Dr. Huszár Tamás

TEASER & BUZZ GENERATION

1. Opening scene: Brain Bar Budapest 2018
    a. The topic is presented by András Sánta-Takács. In the introduction of the Campaign, he would talk about the climate change and it's effects, about carbon footprint. He will show the study.
2. Press release distribution about the results of the research: economic, science, green, eco, business and tourism press list
3. Organization of interviews: with experts who are talking about the study
4. Paid appearances in the popular media:
    i. RTL Fókusz
    ii. TV2 Mokka
    iii. Rádió 1: Balázsék- Reggeli Show
    iv. Online médiumok:
        1. 444.hu - Qubit
        2. Index
        3. 24.hu

FIGHT FLIGHT

Press Conference above the clouds, where we invite participants who will confront each other about the climate issues. (For example: climate change believers vs. deniers; frequently travellers vs. environmentalist; wasteful person etc.)

Suggested participants: KLM speaker, campaign experts, bicycle and e-car user journalists, Hungarian Food Bank Association, bloggers, influencers, celebrities, common people, chemtrail believer etc.

→ **moderator:** András Hajós

Method:

1. Invititation card (mini KLM airplane matchbox)
2. Event
   a. Debate starting: video about the research
   b. Confronting opinions
   c. Finding consensus
3. Live video during the debate (KLM, 444, Index, 24.hu, etc.)

Press activation:

1. Live video
2. Earned press appearances
3. Press release
4. Interview organizing

FIGHT FLIGHT – ECO PRESS TRIP

We’re collecting the suggested participants with an electric bus and take them to the airport. Then Fight Flight will begin, after that we’re heading to Bali. Starting an ecotour by bike to discover the fragile, pristine, and relatively undisturbed natural areas.

We’re meeting the local peoples and learning how to live an eco-friendly way (to clean, to wash with natural components, to purify water, to recycle etc.). We’re accommodating our guests in bungalows, powered by solar panels.

On the third day we’re heading back to Budapest.

Result: after the eco trip the participants would be more engaged in our topic because they witnessed the untouched nature itself.

BUDGET SPLIT

Activation	Comment	Fees
Preparation	Expert fees, research, PR strategy, PR consultant fee	2 600 EUR
Teaser & Buzz generation	Cooperation with Brain Bar Budapest, paid media appearances, PR consultant fee	7 800 EUR
Fight Flight	Influencer and celebrity fees, production fees (invitation card, goodie bag, etc.), animated video about the research, PR consultant fee	9 600 EUR
Summary		**20 000 EUR**
Optional: Eco press trip	Hotel, restaurant and eco tour fees, spare money for safety	15 000 EUR