

BRIEF: KLM TAKES CARE

KLM ROYAL DUTCH AIRLINES – COMPANY BACKGROUND

Founded on October 7, 1919, KLM Royal Dutch Airlines is the oldest airline in the world still operating under its original name, having its hub in Amsterdam. Our core belief is that we can make a difference by creating memorable experience for our customers by making them feel recognized, at ease, comfortable and touched. Aviation industry is one of the biggest contributors of CO2 emission in the world. Being CSR in our DNA, from introducing biofuels to improving children's living conditions, KLM takes its responsibility in many ways. This enables KLM to take targeted steps to reduce its environmental footprint. As a result of our continuous efforts we have proudly topped the Dow Jones Sustainability Index in our sector for several years now.

STRATEGY DESCRIPTION

Corporate Social Responsibility (CSR) is a key part of KLM's strategy and business operations. From reducing CO2 emissions per passenger by 20% in 2020, KLM is constantly involved in efforts to develop sustainable biofuels, onboard catering service and ground operation. Its CSR initiatives are aimed to contribute both to KLM's environmental footprint, as well as the operational result. That is the only way KLM can generate sustainable value to society and contribute to making Schiphol a sustainable airport that can compete globally.

CHALLENGE

How can KLM break through and achieve to be perceived as the greenest airline thus engage more customers in an innovative way while making people more eco-conscious?

BUSINESS OUTCOME

By creating strong PR buzz around 'KLM Takes Care', we expect to enhance our brand's perception through a viral, outstanding action that is in line with the brand values and thus become top of mind. Our aim is to gain new and engage current customers, increase brand awareness and strengthen loyalty towards our company.

INSIGHTS

- I consider myself 'green' and do care about the environment, however I have no clue about the size of the ecological footprint of my travels.'
- 'Climate change has always been something elusive for me. Nevertheless, I'd like to contribute to save our planet.'
- 'I love everything that makes my journey more fun and personalized.'

TARGET AUDIENCE

KLM's target group is very wide. With this action we want to target millennials. To be more specific, we identified two main target groups:

- **WANDERTREKKERS** (18–22) is group of adventure-seeker and leisure urbanists who are living in a very stimulus-rich environment. They are open minded and crazy about unusual ways of entertainment. Social platforms and word of mouth are crucial part of their everyday life.
- **BIZZTREKKERS** (23–30) is a group of yuppies just as business people who are more regular leisure/business travelers. They are highly interested in comfort, quality and innovative solutions plus

willing to invest in their travels. They are considered as opinion leaders thanks to their confident and conscious attitude.

CAMPAIGN OBJECTIVES

- Create PR buzz and go viral by making sustainable development sexy and consumable
- Bring CSR closer to people by presenting factors they can contribute with when travelling with KLM
- Create mass awareness, stand out of the competitors and be considered as unique on the market
- Improve KLM's image perception, create long term engagement with target audience and thus generate sales
- To be adaptable on other markets as well

KEY MESSAGE

KLM Takes Care – Let's spread the power of CSR by creating memorable experiences.

TONE OF VOICE

Helpful – catering consumer needs, genuine, welcoming, approachable – talking with instead of to, open, warm, fun is inclusive, energetic.

DELIVERABLES

We expect a cross-channel integrated campaign with strong PR pillar (offline/online) using influencer marketing, user generated content and the owned online channels (social media, website, etc.). Depending on the type of campaign, we are open to have professional recorded videos of the action in order to make sure that the campaign goes viral.

BUDGET

15–20K EUR covering all costs

TIMING

Depending on the campaign concept.

KPIs

Number of website visitors, number of sold tickets, social media engagement, number of subscribers, appearance of earned media, number of loyalty program enrolments.

Useful links:

<https://www.holland-herald.com/emag/march-2018#/76/>

<https://www.youtube.com/watch?v=e6oVA9hjb2I>

<http://rtl.hu/rtiklub/fokuszplusz/a-kornyezettudatos-amszterdam-repter-rejtelsei>

<https://klmtakescare.com/en/>

<https://www.klm.com/corporate/en/topics/corporate-social-responsibility/index.html>