



KLM Takes Care

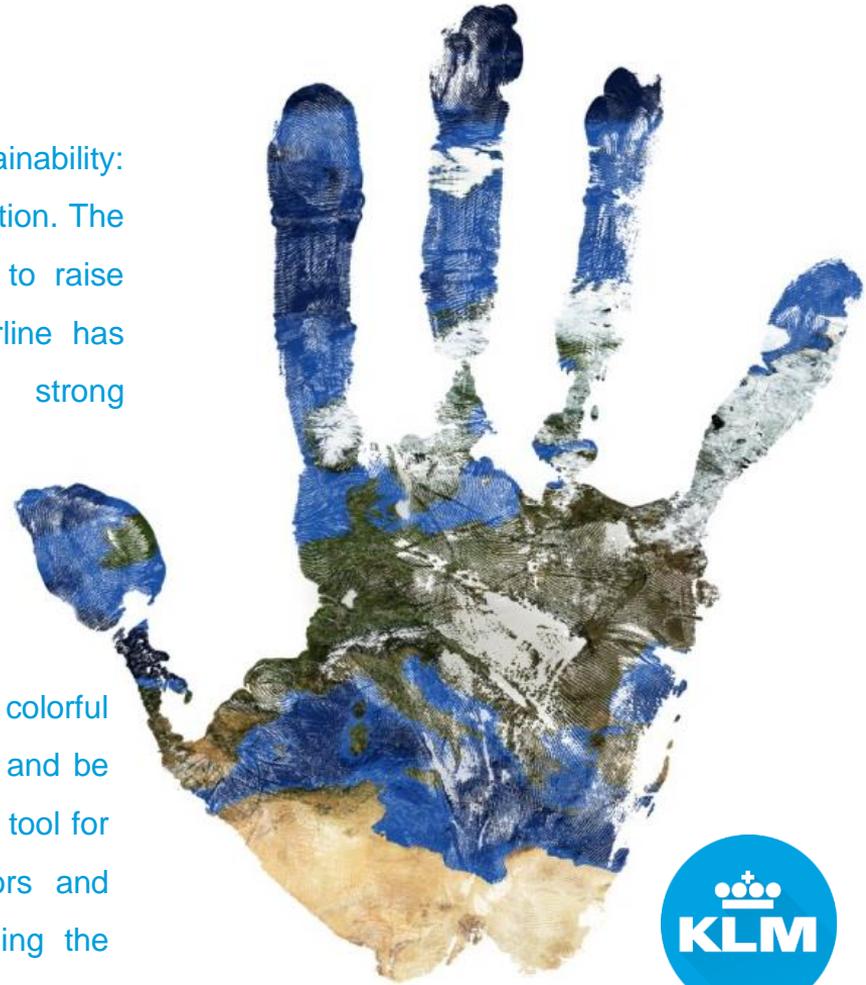
Do you?

Team Kathmandu

Young Lions
27/03/2018

Insights

CSR is a key part of KLM's strategy. KLM focuses on sustainability: biofuel, unique onboard catering service and ground operation. The innovative and open-minded company makes an effort to raise attention and educate people on sustainability. The airline has outstanding social media presence that ensures strong communication with millennials.



Task

The main task is to make sustainability more consumable, colorful and sexy. It's important to encourage people to take action and be environmentally conscious on a daily basis. PR is a suitable tool for creating mass awareness, standing out of the competitors and improving the company's image perceptions while engaging the target audience.

„Shout out” strategy

Selected group of journalists

Who

Present KLM’s engagement for sustainability

What

Exclusive press trip with shocking surprise and real KLM moments

Tools

News going viral, different types of coverage on every media platform

Outcome

„Reach out” strategy

Nationwide media, Hungarian population

Involve people in sustainability activities and engage them to the brand

Public events throughout Hungary cooperating with influencers, hashtag campaign

Social media coverage and coverage in regional media



Main idea of „Shout out” strategy

As some of the journalists have already been to Amsterdam, we invite them to another smart city, e.g. Barcelona.

Suddenly, instead of landing in Barcelona, we land in another town before reaching the target city.

After that the representative of KLM informs the passengers that an airplane of an average weight with this amount of fuel can only reach this particular point on the map.

BUT: the sustainable planes of KLM can go further with the same amount of (bio)fuel, so no worries, the group goes to Barcelona! ;)



Barcelona press trip

index

hvg.hu

Guests: selected journalists and TV crew of high reach media – from commercial TV channels, high reach news portals, glossy magazines and further print media + Youtube influencers, especially travelling vloggers

Agenda: during the trip of two days journalists have the chance to learn more about KLM's sustainability activities and main goals. They can get a deeper insight into this topic not only by educational sessions of KLM experts but also by enjoyable programs.

- **Discovering the smart city**
- **Participating in workshop**

Cooperating with S39 Design Studio to help the guests to master how they can turn waste into designer products.

Outcome: earned media coverage and higher brand awareness

The team of KLM shoot a video of this whole trip, especially of the „surprise landing”, and use it on their own SM platforms. (It can also be made a viral video)

Forbes

NLCAFÉ

RTL
K L U B



Main idea of „Reach out” strategy

KLM Takes Care events launch throughout the country. Firstly, KLM organises a launch event in Budapest, cleaning one of the city's famous monuments with the innovative semi-dry wash technic. Citizens and media are also invited to the event.

After the launch, similar events will be organised in other towns of the country.

The main goal is to gather people together and encourage them to take action for their home environment. Thanks to the colorful programs, cleaning turns into a fun and educative activity.

During the events participants have the chance to learn more about sustainability and get to know KLM brand better.



We take care, too!

Participants: The goal is to reach out to young, environmental conscious volunteers and millennial parents with their little family to take part in the activity. To the realization of the events it is necessary to also contact and engage local governments.

Agenda: KLM gives a chance to civil organisations to join and bring educative games and programs to the event and help people to learn more about recycling and sustainability.

„KLM also takes care of you” game: those who comes regularly to the community cleaning events, can collect loyalty points which can be redeemed for discounts of KLM plane tickets.

Media:

In Budapest we send teaser invitation to the main editorials, we send KLM branded drones which transport a short invitation to the launch event.

Regional media: we send out short news and invitation which can be published in the what's-on columns.

We send out press releases on a regular basis to inform media of the results of the events.

Outcome: brand awareness, earned coverage in regional media and exploiting word-of-mouth marketing



GREEN
company



Influencers take care, too!

In the framework of paid media cooperation, KLM involve millennial Youtubers. The vloggers invite their followers to the events. They also take part in the activity and shoot video of their experience and KLM's role in our sustainable future.

Influencers promote **the hashtag campaign**: *KLM Takes Care, I Take Care,too!*

#KLMtakescare #Itakecaretoo

Participants who take part in the events and post photos or videos on their social media platforms using the given hashtags, can win KLM giftpacks and the main prize: KLM flight tickets for two to a popular holiday destination.

Outcome: paid and earned social media coverage



Timing and budget

| | May | June | July | August | |
|--------------------------------|-----|------|------|--------|------------|
| Press trip | | | | | 14 000 EUR |
| Budapest launch event | | | | | 6 000 EUR |
| Regular regional and BP events | | | | | 4 500 EUR |
| Influencer cooperation | | | | | 2 500 EUR |
| Agency fee | | | | | 2 700 EUR |

**Thank you
for your attention!**



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