

Turkish Airlines selects Z-CARD

ISTANBUL, TURKEY: Z-CARD Turkey, one of the ZAMI (Z-CARD Africa, Middle East, India and Turkey) regions, has been selected by Turkish Airlines to spread the message to its transit passengers that they can 'Touristanbul' for free.



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According to Hanife Yüksel, ZAMI's distributor in Turkey, the campaign targets Turkish Airline's transit passengers who fly via Istanbul.

"If the passengers' stop-over time exceeds six hours, Turkish Airlines offers them one night's free accommodation and a tour of Istanbul," she says.

Z-CARD Turkey communicates this to Turkish Airline's passengers via its patented media platform, the Z-CARD, whilst driving home the message that if they were flying with another airline, they would have to either stay at the airport or arrange a hotel or city tour on their own, at a cost of about US\$60 (about R430).

The campaign kicked-off in January 2010 and the cards have been produced in twelve languages including Chinese, Italian, German, Ukrainian and Catalan, and are delivered to airports in Turkey as well as international ticket sales offices all around the world," says Yüksel.

"The campaign's main goal of increasing the number of passengers who fly Turkish Airlines continues to be reached, as does the brand awareness generated by the card," she adds.

The card is the first marketing element of the campaign and the airline has also incorporated other channels including digital media. Go to thy.com and www.istanbulinhours.com for more information.

For more information about Z-CARD, visit www.zcard.com or email hanife.yuksel@zcard-tr.com (Turkey) or info@zmedia.co.za (South Africa).

For more, visit: <https://www.bizcommunity.com>