

GoAir - bringing 'Business Class' to the masses



The Situation

To position GoAir as the only LCC airline offering premium service known as - GoBusiness and to highlight the key factors and make the product available to the masses

The Idea

Suggested to club the significance of the product with a popular 'day' of the masses Tie-up with a popular travel organization so as to create positive buzz GoAir offered to upgrade women travellers to 'GoBusiness' for Rs. 999, They also tied-up with WOW (Women on Wanderlust) - GoWOW to promote leisure travel amongst women. The celebration was extended on social media by running a campaign "My Story on the GO" which invites women travellers to share their travel experiences. GoAir will offer free flight tickets to the winners as reward.

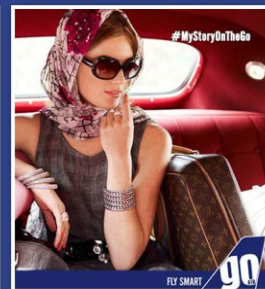
The Result

- Feature and standalone stories appeared on electronic channels, newspapers and websites valued at INR 1.4 cr
- #MyStoryOnTheGo achieved over 10,000 impressions
- Travelled an entire group of WOW women for an exclusive ride named - GoWOW



गोएयर महिला यात्रियों के लिए बिजनेस क्लास अपग्रेड की सुविधा देगी मुंबई। बजट एयरलाइन गोएयर ने महिला यात्रियों के लिए गुरुवार को एक स्कीम की घोषणा की जिसमें 999 रुपये में उनकी यात्रा का दर्जा बढ़ाकर बिजनेस क्लास का किया जाएगा। अंतरराष्ट्रीय महिला दिवस के अवसर पर कंपनी की यह पेशकश 7 मार्च से तीन दिन तक वैध रहेगी।

GoAir offers business class upgrade at ₹999 for women
MUMBAI: GoAir on Thursday announced a special scheme for women travellers, offering upgrade to business class for ₹999 to mark International Women's Day on March 8. The offer will remain valid for three days beginning Friday. PTI



GoAir Announces Biz Class Upgrade for Women for ₹999

MUMBAI Budget carrier GoAir on Thursday announced a special scheme for women travellers, offering an upgrade to business class for ₹999, to mark the International Women's Day, which falls on March 8 every year. The offer will remain valid for three days starting from tomorrow, the airline said in a release here. Women travellers constitute nearly 23% of the total airline passengers' traffic. The upgrade, which is at a 60% discount than the usual price, is applicable on all GoAir direct flights, operating across 21 airports, it said. The Nustli Wadia-promoted airline offers eight business class seats in its aircraft. Besides more leg space, a priority check-in and deplaning and complimentary refreshments are the additional facilities that GoAir provides its business class passengers.

GoAir offer for women

NEW DELHI: On the occasion of International Women's Day, GoAir launched a scheme for women travellers. GoAir will upgrade women travellers to its priority service, GoBusiness, for just ₹999. The upgrade, which is at a 60 per cent discount than the usual price, is applicable at all GoAir airport check-in counters across the 21 destinations that the airline operates in.

GoAir offers women biz class upgrade for ₹999

GoAir on Thursday announced a special scheme for women travellers, offering upgrade to business class for ₹999, to mark the International Women's Day on March 8. The offer will remain valid for three days starting from Friday, the airline said in a release. Women travellers constitute nearly 23% of the airline's total passengers' traffic. The upgrade, which is at a 60% discount than the usual price, is applicable on all GoAir direct flights, operating across 21 airports.

GoWOW
Celebrating women 965 days!
GoAir and WOW (Women on Wanderlust) join hands for promoting women travellers!



महिला यात्रियों का टिकट अपग्रेड करेगी गोएयर

मुंबई, 8 मार्च : बजट एयरलाइन गोएयर ने अंतरराष्ट्रीय महिला दिवस पर महिला यात्रियों के लिए विशेष पेशकश की है। इसके तहत 999 रुपये अतिरिक्त देकर महिला यात्री इकोनॉमिक्ली क्लास का टिकट बिजनेस क्लास में अग्रेड करा सकेगी। यह ऑफर आठ मार्च से दस मार्च तक के लिए वैध है। एयरलाइन की ओर से जारी बयान में कहा गया है कि इस क्लेमक के तहत बिजनेस क्लास के टिकट की सामान्य कीमत पर 60 प्रतिशत की छूट दी गई है। गोएयर देश के 21 हवाई अड्डों से विभिन्न राज्यों के लिए दायन प्रती है। वैसे, इस ऑफर का फायदा कम ही महिलाएं उठा सकेंगी क्योंकि एयरलाइन के हिस्से में बिजनेस क्लास की आठ ही सीटें होती हैं। बिजनेस क्लास के यात्रियों को जहां केग-अन में प्राथमिकता मिलती है, वहीं, मांन आदि की अतिरिक्त सुविधा दी जाती है। साथ ही इन यात्रियों की सीट में थर रकने और बेदने की उपाय जगह होती है।

महिला दिवस पर तोहफा

● 999 रुपये देकर महिला यात्री इकोनॉमिक्ली क्लास का टिकट