10.10.2008 | Olympic promotional campaign improves sales to Russia and attract new customers

A special AirBridgeCargo Airlines promotion timed to coincide with the 2008 Olympic Games in Beijing in August produced a 19% increase in import cargo sales to Russia and encouraged 37 new customers to choose to fly their cargo with the airline.



The aim of the campaign, which was supported by a dedicated promotional website, was to attract new customers, increase the volume of cargo imported into Russia with ABC and to support the strategic objective of raising awareness of the airline's services with its target audience to support the continued development of positive, long-term customer relationships.

The "To Russia with sports" campaign invited customers to predict results for events at the 2008 Olympics. The contest was only open to participants that use AirBridgeCargo to ship cargo to Russia. The 'permit' to take part in the competition was a paid air waybill and every ton of cargo added an extra point to the individual's total. Additional points towards a host of great prizes were also awarded for correctly predicting Olympic champions.

The campaign attracted significant interest and support despite taking place during the traditional low season for air cargo thanks to the united efforts of the airline's sales and marketing teams. Through this entertaining new approach to customer communications, ABC is confident of retaining this extra

business following the end of the promotional campaign.