02.06.2009 | LOYALTY CAMPAIGN PUTS A 'SPRING' IN ABC UPLIFT

Giving freight forwarders sending cargo to Russia the chance to win valuable prizes in its 'Spring is in the air' promotion resulted in higher cargo volumes for AirBridgeCargo Airlines and the opportunity to thank customers for their outstanding loyalty to the airline.

Tatyana Arslanova, ABC's Executive Senior Vice President, Strategy, Marketing and Sales, said:

“Despite challenging economic times for the global economy and its subsequent impact on the air cargo industry, we have gained considerable support from our freight forwarding customers. Our ‘Spring is in the air’ promotion was designed to jointly grow our volumes and to thank customers for choosing ABC as their airline of choice. The response was even greater than for our previous ‘To Russia with sport’ campaign in summer 2008. We are especially encouraged by the large number of countries represented during the promotion and hope the increased awareness of our network and services will enable us to sustain this higher level of traffic.”

Nearly 6,500 unique visitors went to the special website promoting the ‘Spring is in the air’ campaign, which was designed to highlight the potential for Russian import and export cargo. Germany generated the most visitors – 1,365 – closely followed by France, Japan and Russia. In total, freight forwarders in more than 20 countries took part.

Under the terms of the campaign, customers were awarded points for every air waybill plus bonus points based on the weight of each shipment. The number of entries per customer was unlimited. Customers also had the opportunity to boost their points total by participating in three special interactive games that appeared on the airline’s website during the promotion.