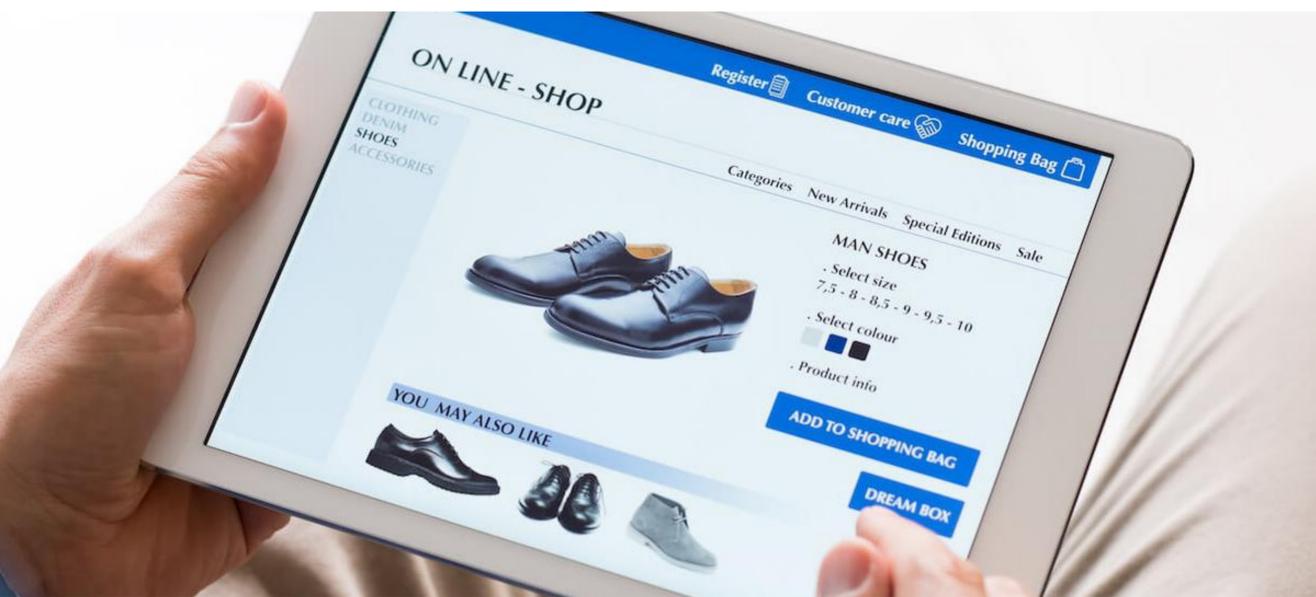


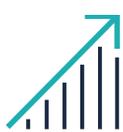
Innovating and Creating Increased Value

The online Italian fashion retailer ran on the Panasonic Avionics advertising platform to deliver an inflight shopping experience with a unique coupon code.



Company Profile

The online, Italian luxury fashion retailer that has joined the likes of several leading global luxury brands through its merger with Net-A-Porter Group. The group has revolutionized fashion, with a focus on driving high end value for their customers. With increasing market competition, the brand explored opportunities to differentiate themselves with the Panasonic Avionics inflight advertising platform.



3-5X

Lift on click-through-rate (CTR)

The Challenge

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Panasonic's Approach

Panasonic Avionics has been a leader in inflight entertainment and communications for the last four decades with hundreds of airline partnerships. With our industry-leading advertising platform, airlines can collaborate with us on innovative, targeted partnership opportunities, driving revenue and streamlining operational efficiencies.



The Solution

Differentiation in a brand-safe environment allowed travelers to redeem a unique 10% discount offer and, provided for a unique inflight, online-shopping experience. Passengers easily connected to the onboard Wi-Fi, selected the online Italian fashion retailer's ad which redirected them to the retailer's shopping site and seamlessly redeemed a unique promo code to get an extra 10% off their inflight purchase.

The Results

While average display CTR's are typically between .2%-5%, our technology yielded a 3x-5x lift. Aside from the above-average CTR's of inflight, all ads are seen by humans, in a brand safe and uncluttered environment with zero fraud.



The airline saw these year-over-year increases:

18.5

Million annual passengers on Middle Eastern-based airline carrier

110

Destinations across the globe