



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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AN AWARD-WINNING PAID ADVERTISING CAMPAIGN - LAUNCHING A NEW AIRLINE FOR NORSE AIRWAYS

Provided By: [MATHEMAGENESIS IKE](#)

Overview

Name: Norse Atlantic Airways Paid Advertising Strategy

Location: Global (focused on US and European markets)

Type of Case Study: Paid advertising for brand awareness and sales growth

Introduction:

Norse Atlantic Airways, faced challenges for building **brand awareness** for **their new airline and increasing sales** in competition with other airlines. The timing was challenging due to being in the pandemic. To overcome this, they partnered with a third-party digital marketing firm to use a **multi-channel paid advertising strategy**. The campaign was a huge success with up to **75% increase in searches** according to Google Trends data, **and the sales grew by 600%**. The campaign had the award of "Paid Media Campaign of the Year" by the Global Digital Excellence Awards.

Implementation:

Norse Atlantic Airways and third-party digital agency, Impression Digital, crafted a strategic marketing approach to reach audiences, focusing on increasing sales while simultaneously building brand awareness. The campaign leveraged multiple digital channels, including:

Paid Search: Targeting customers actively looking for low-cost flight options.

Social Media Advertising: Engaging audiences on platforms such as Facebook, Instagram, and TikTok to increase visibility.



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Display Ads and Video Campaigns: High-impact display ads and YouTube videos were used to showcase the airline's offerings.

Conversion Rate Optimization (CRO): Conversion Rate is the number of any desired action by the customer, such as making a purchase, signing up for a newsletter, or filling out a contact form. Ensuring that the customer journey from first visit to the booking was smooth, the company paid attention to the various elements of the website, such as headlines, call-to-action buttons and forms



Image: A sample image from the Norse Airlines booking platform. Source.

Key Insights:

- **Multi-Channel Approach:** The campaign leveraged diverse paid channels such as search engines, social media (Facebook, Instagram, TikTok), display ads, and video to engage customers at every buying stage, maximizing reach and effectiveness.
- **Seamless Customer Experience Drives Conversions:** Website elements that were focused to ensure a smooth journey from click to booking, helped boost the transactions.
- **Strategic Timing and Market Positioning,** the campaign targeted price-sensitive travelers, effectively positioning Norse Atlantic Airways in a competitive market by aligning timing of after covid with customer demand.



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Tangible Results:

- **Strong Conversion Rates:** The targeted paid campaigns helped boost transaction numbers by 70% during key sales periods.
- **Boosted Sales Performance:** Sales grew by 600%, with one 10-day sales period showing a 47% increase in transactions compared to the previous period.
- **Increased Brand Awareness:** The campaign led to a 75% increase in brand searches according to Google Trends data.
- **Expanded Website Traffic:** Website traffic surged by 182% since the initial launch.

Recommendations:

For tourism businesses seeking to adopt similar digital strategies, here are some actionable steps.

- **Multi-Channel Advertising:** Businesses in the tourism industry should diversify their paid advertising efforts across multiple channels to reach different stages of the customer journey.
- **Leverage Sales Periods:** Businesses can capitalize on key sales periods, by building anticipation early and offering competitive discounts when customers are ready to book.
- **Optimize Customer Journeys:** Ensure that your advertising and website are fully aligned to provide a seamless experience, from first click to final purchase.

Source:

Impression Digital. (n.d.). Norse Atlantic Airways strategy. Impression Digital. Retrieved November 4, 2024, from <https://www.impressiondigital.com/our-work/norse-atlantic-airways-strategy/>

