

MEDIACOM



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Almost half of German people don't know KLM is an airline. They thought it was a bank, a restaurant or a radio station. So, we created the most ambitious campaign in the airline's 100-year history to set the record straight.

Challenge

To boost ticket sales, we simply needed more people to know that KLM was an airline as nearly half of German people had no idea what KLM was.

But we were competing with brands who's advertising and media budgets are astronomically higher than our own.

Idea

We made sure people would never forget what KLM was, by converting KLM into what they believed it to be.

Each execution in the restaurant, at the radio station and with the ATM gave us the opportunity to create engaging content around real-life surprised responses of ordinary Germans finding out KLM was actually an airline.

Results

We boosted awareness by an incredible 8%

Within one month of launch, we generated 150 million impressions

AWARD WINNING CLIENTS