



brussels airlines

by





Brussels Airlines, member of Lufthansa Group and a Star Alliance member, is the Belgian airline that offers the widest choice of flights to and from the capital of Europe, Brussels Airport. The company has more than 3,500 employees and 50 aircraft operating some 300 flights daily, connecting the Capital of Europe to over 90 European and African destinations, as well as three destinations in North America (New York JFK, Washington D.C. and Toronto) and one in India (Mumbai).

On long haul flights, the airline operates an all new Business Class with full flatbeds and state of the art inflight entertainment, and a brand new Economy class with ergonomic seats and individual inflight entertainment touchscreens. Long-haul flights are operated with Airbus A330-200 and A330-300 aircraft.

On its European routes, mainly operated with Airbus A319/A320, Brussels Airlines offers the choice between Check&Go, Light&Relax, Flex&Fast and Bizz&Class. In addition to its 21 long haul destinations in Africa, North America and India, Brussels Airlines and its intercontinental partners also offer long-haul codeshare flights to the United Arab Emirates, China, Thailand and other destinations in North America.

Brussels Airlines offers cargo capacity on all its flights, commercialised by the Cargo Department. The airline also handles its own daily maintenance.

Brussels Airlines is owned by SN Airholding and is backed up by more than 90 years of aviation experience.



the
ASIC MISSION & VALUES

Our mission

We want to be the most personal airline, bringing people together and making travel a pleasure.

Our values

HUMAN

A human-scale airline,
close to our guests and taking
good care of them.

ENABLING

We make things happen
by bringing people together.

PLEASURE

We are proud to make
our guests' travel a pleasure.

AGILE

We act and adapt
rapidly and efficiently
to a changing environment.

the **RUSSEL FLEET**

Fleet

Brussels Airlines operates a modern fleet of 49 aircrafts to destinations in Europe, Africa and North America.

Airbus A319 & A320



Some destinations in Europe and the Middle East are served by our Airbus A319 & A320 aircrafts. Brussels Airlines has 20 A319 Airbuses, each with about 141 seats and 9 A320 Airbuses, each with about 180 seats.

Airbus A330



Our African and American destinations are served by 6 A330-300 Airbuses and 3 A330-200 Airbuses.

Avro RJ100



Some of our destinations in Europe are served by Avro RJ100 aircrafts. Brussels Airlines has about 9 Avro RJ100 at its disposal.



the
PROJECT
WHERE DATA & BRANDS CONNECT

The approach 

OVERALL



Make better decisions through closer coordination.
With one source of information everyone has what they need to make their seat at the table most efficient.

Marketing

Promotions, loyalty programs,
events...



Brussels Airlines strives for Excellence ! ... in Africa.

On 5 July 2010, the fifth Airbus A330-300 entered into service. Brussels Airlines increased its frequency to Abidjan (up to 6 weekly) and added Accra, Cotonou, Ouagadougou, and Lomé as new destinations.

On 11 August 2010, Brussels Airlines and tour operator Club Med announced a new cooperation. As from April 2011, Brussels Airlines will transport 80% of all Club Med passengers out of Brussels, both on existing regular Brussels Airlines routes as on new charter routes operated by Brussels Airlines.

Brussels Airlines is adding more American destinations to its network. On 1 June 2012[11] Brussels Airlines inaugurated the route to New York JFK, operating daily with an Airbus A330-300 fitted with the new interior. This is the first Belgian airline in 10 years to fly to New York, after the collapse of Sabena and Delsey Airlines. Since 18 June 2013 they also fly 5 times a week to Washington Dulles. Since April 2016 Toronto Pearson has been added to the North-American network.

**OR BUSINESS
LEASURE ?**



Loyalty - it's not just a phase...it's in every phase of the Customer Journey...

Why is a customer loyalty program - one that offers benefits to customers who make repeat purchases or spend their time, dollars, and even social currency with a company - so important in a customer's relationship with the brand?

Because:

The perks could be the reason someone signs up or makes a purchase in the first place. This could be the driver behind acquiring a new customer.

Re-inforcing the perks throughout a customer's first few experiences with a brand as they are onboarded may be the start of a life-long relationship.

If a customer is presented with opportunities to maximize their loyalty rewards and receives smart, targeted communication based on their lifecycle milestones, their individual needs, and preferences, they are more likely to continue to support the company.

This includes not only with dollars, but referrals, repeat purchases, and even social media and public brand retention and advocacy among their communities, thus bringing in new customers. And we're back at the acquisition phase again!

Basically, the loyalty program is the connective tissue that drives personalized rewards and recommendations throughout a customer's evolving relationship with a brand.

LOYALTY
The What





This communication will target the **African Diaspora**.
In the last decades, studies on the African diaspora have shown an interest in the roles that Blacks played in bringing about modernity.
The African diaspora has contributed in important ways to the economic development of many countries, as well as to social, cultural and political innovations of global significance. In Europe and North America, it is now common to speak of a 'brain drain' of well-educated people from Africa.

The AU has defined the diaspora as 'consisting of people of African origin living outside the continent, irrespective of their citizenship and nationality and who are willing to contribute to the development of the continent and the building of the African Union'. **Brussels Airlines** will take a part in this development by supporting and opening ways to stay closer.

LOYALTY

The Who



***Build
An entire
Universe
Of recognition
Around
Our clientele***

LOYALTY
The How



*The real insight in that business is that Our clientele is not really looking for **rewards** but **recognition** in reality. Setting a program of proximity and personal care is the key in the **hosting** business. As we consider that Brussels Airlines goes beyond a simple transport company.*

Offer a real environment to customers seeking for **Excellence.**

By creating a formal partnership with **PRIORITY PASS**.

Since 1992, Priority Pass has been providing frequent travelers with independent airport lounge access worldwide.

Our network of lounges continues to grow from strength to strength today.

24 years ago our founder watched premium-class airline ticket holders enjoying the exclusivity and tranquility of their airport lounges, as he endured the chaos of the departure hall.

His answer was to create Priority Pass – a club that is simultaneously inclusive (affordable to all) and exclusively for those who value a little piece of civilization on their journey. In short, a place where you are always treated like No. 1, rather than part of the herd.

Since 1992, several have tried to follow our lead. But our determination to remain the No.1 choice has driven unrivaled investment in lounges, resources, processes, technology, and partnerships.

The result is that today Priority Pass still offers more lounges, in more cities, in more countries than any other program.

And it's why every visit is defined by faster, easier access.

So it's little wonder that Priority Pass remains the program of choice for the most discerning independent travelers, corporate customers and global loyalty schemes.

Today, millions of Members across more than 130 countries are enjoying that No 1. experience envisaged by our founder over two decades ago.



A LOUNGE FOR WHEREVER YOUR TRAVEL TAKES YOU

With a true global spread of lounges, we really do help you make the most of your membership. With 1000+ lounges in over 500 cities and more lounges being added every month, we look forward to helping you get even more out of your membership.



DIGITAL MEMBERSHIP CARD

Download the brand new app which includes your Digital Membership Card. Please note that if you receive your Priority Pass Membership from a financial institution you may not be able to access a Digital Membership Card. Your Priority Pass Card will of course provide access to all 1000+ Lounges in the program.



TRANQUILITY. SERVICE. SPACE. COMFORT.

Sit down, stretch out, enjoy a pre-flight bite and a drink from the selection available, including free alcohol at most lounges.



PREMIUM SERVICE AND SUPPORT

We promise to provide the very best service, 24 hours a day, 7 days a week, 365 days a year. Our Membership Services team has expert, multilingual advisors who live and breathe Priority Pass every day.



KEEP CONNECTED WHEN TRAVELING

With free Wi-Fi in most lounges you'll never be out of touch with friends, family and colleagues. And you can ensure your devices are all powered up before boarding by charging them in the lounge.



WELCOME TO LOUNGE CLASS

Traveling with family and friends or for work, Priority Pass promises you space to relax and refresh before a flight. Priority Pass provides access to lounges however you fly. For short haul economy flights or when you can't fly your preferred airline, our Members can rely on Lounge Class.

Access is dependent upon availability. [Click here](#) for further details.



PROMOTION

The Ideas





Identify the best Sky Bars, networking spots and Restaurants in major destinations.





Identify the best Bars, networking spots and Restaurants in major destinations.



Our air hostesses will place in uniforms in those locations.

Brussels Airlines is present where extra comfort, excellence and extra attention is served.

Cigar lounges, classy restaurants, etc...





African touch to our diaspora flights.



*Kente fabric on our pillows.
Traditional Royal treatment.*

PARTY

EVENT

EVENT
The Ideas

PLAY



*We will require your attention for a few minutes..
Brussels Airlines is surely a company about **Enabling, Agility, People, but also pleasure.***

*An event «Grand Public» is part of its DNA.
Sharing...
Promote contacts and experiences.*

*This why we propose an event at its measurement.
Someting daring and unique.*

The very first Airport Party in west africa.

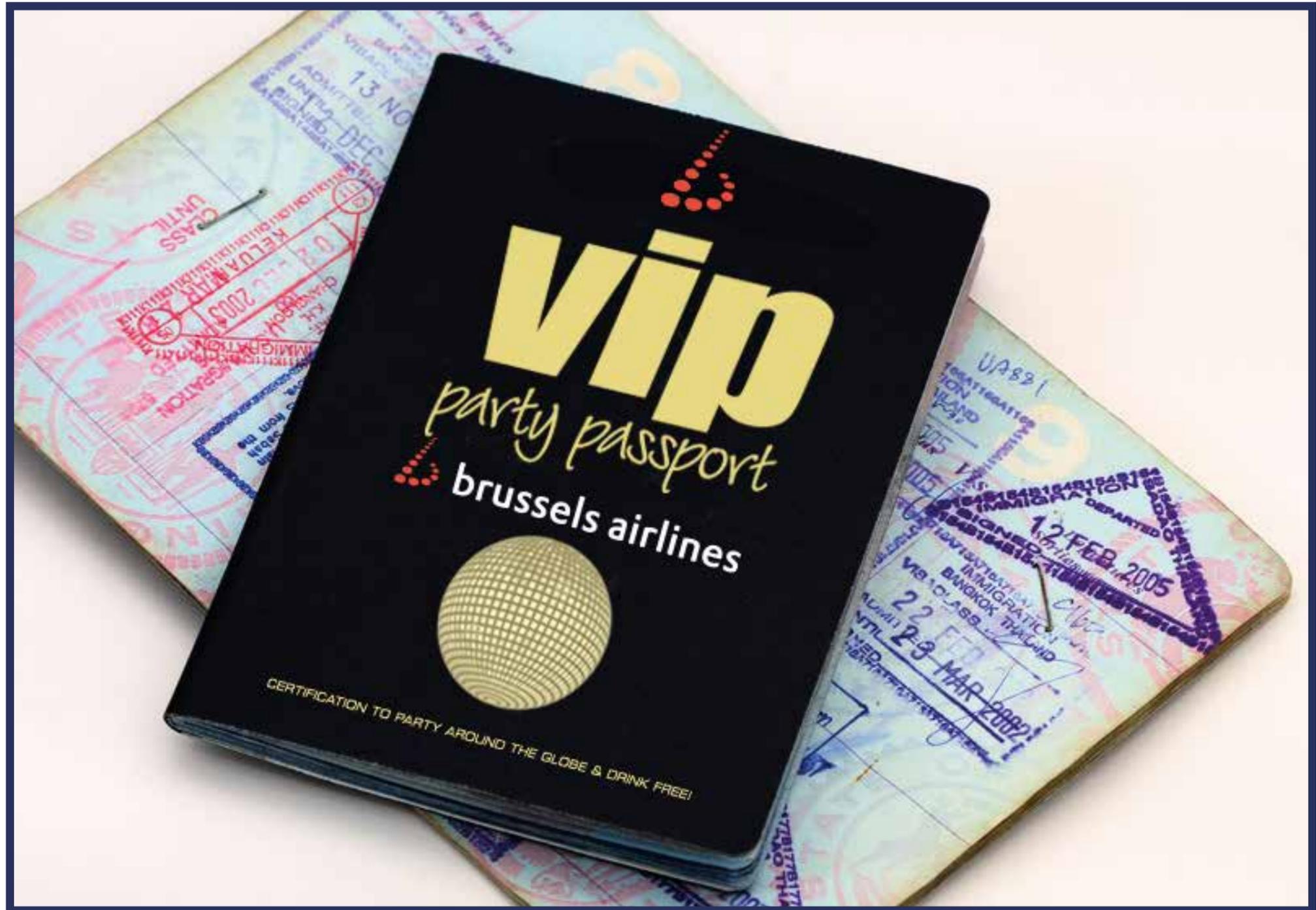
 presents...

ACCRA AIRPORT





A grand public VIP Event. For visibility and global recognition.



Through our data base built with the loyalty program, we will be able to reach out to our dear customers to mandate and grant them access to our unique event held in the city of Accra.

A dummy passport will be given to them as an invitation pass.



Loading point



*The A0 zone in Kotoka will host the event.
Where the dummy passports will come in use.*



Event place



We will rebrand the plane with backdrops.



Event place



Red carpet treatment sensor for guest.



Event venue



A tent will hold the event



Event entertainment



A fashion show under theme of the aviation could be held and briefed to local designers.



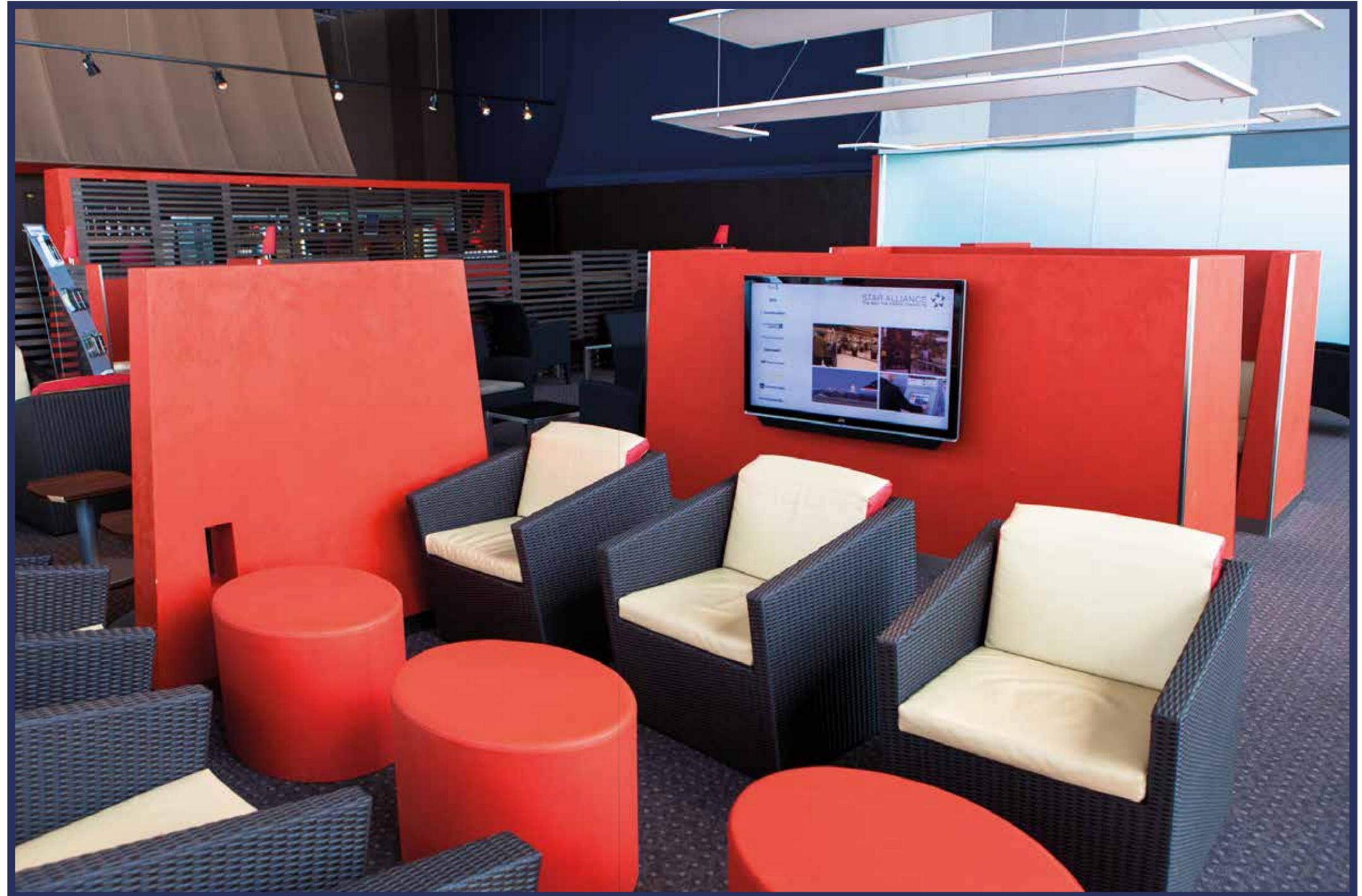
Event entertainment



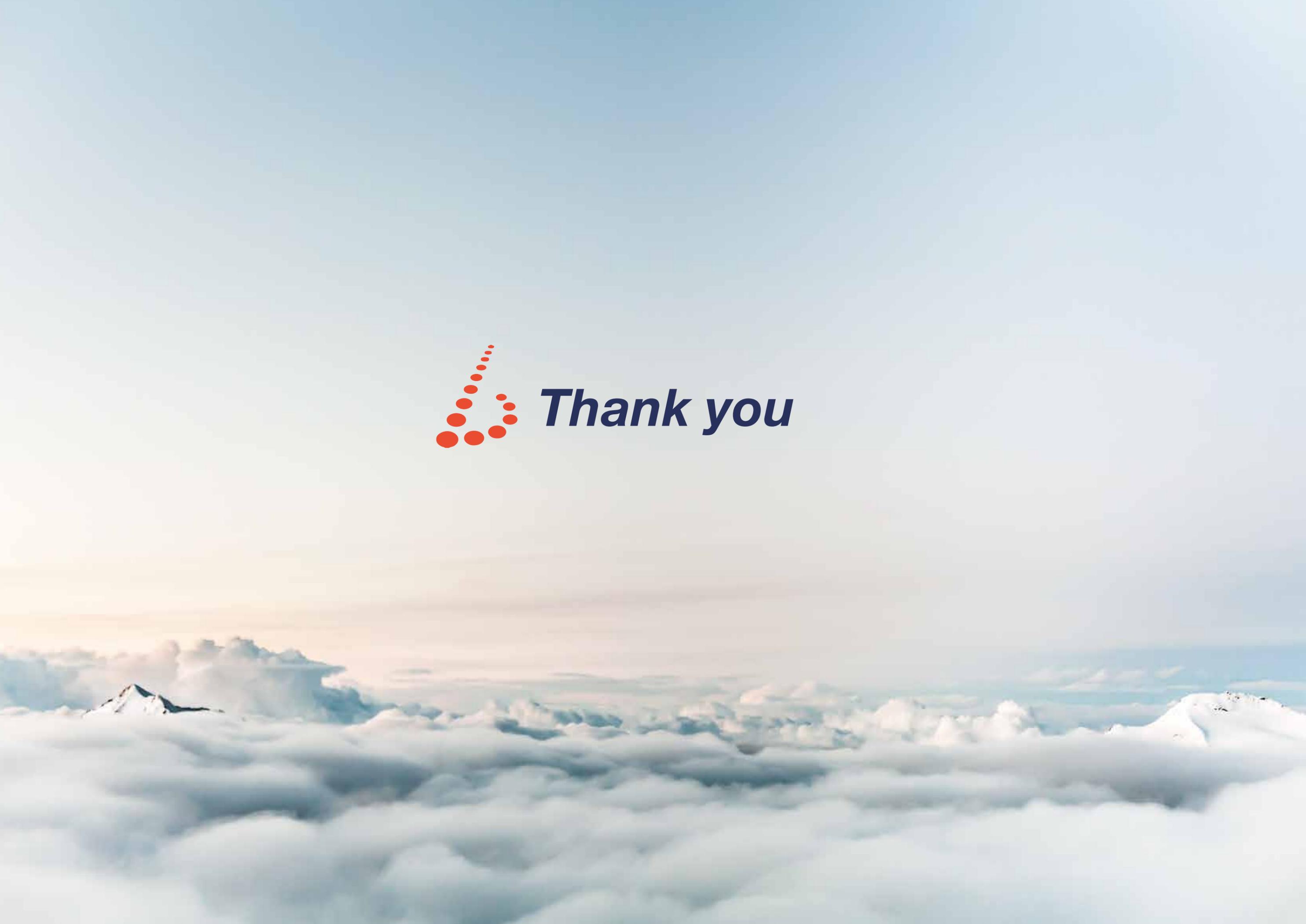
A display of Brussels Airline Business class sits.



Event lounges



The lounges will remain in the colours of Brussels Airlines.



Thank you