

Air Dolomiti

MEDIA KIT



Air Dolomiti

- background

- **AIR DOLOMITI IS PART OF LUFTHANSA GROUP**
- Air Dolomiti operates a fleet of **20 MODERN EMBRAER 195 JETS**, equipped with 120 seats each
- Air Dolomiti operates routes from and to **FRANKFURT AND MUNICH TO DESTINATIONS IN EUROPE AND ITALY** in cooperation with Lufthansa (80% of the capacity) in addition to a domestic Italian network
- All of Air Dolomiti's aircraft are **EQUIPPED WITH A DIGITAL ENTERTAINMENT PLATFORM** that can be accessed by passengers during the flight on their own mobile devices (smartphones, tablets)

- **CONTENT IS STREAMED** to the platform from an on-board server
- **DIGITAL ADS CAN BE INTEGRATED** at different sections of the platform (e.g. homescreen, gaming section)
- All ads are **IAB STANDARD**
- Full industry standard campaign **KPI REPORTING** provided

20
Embraer
195 jets

120
seats on
every jet

Digital
entertainment
platform on
every jet

The background features a close-up of a teal and white airplane tail fin. A registration number is visible on the teal surface, which is oriented upside down. The number consists of a vertical line of characters: '1', '2', '3', '4', '5', '6', '7', '8', '9', '0', 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'. The letters 'W', 'W', 'O', 'O' are positioned to the right of the vertical line. The overall image is overlaid with large, abstract geometric shapes in various shades of blue and teal.

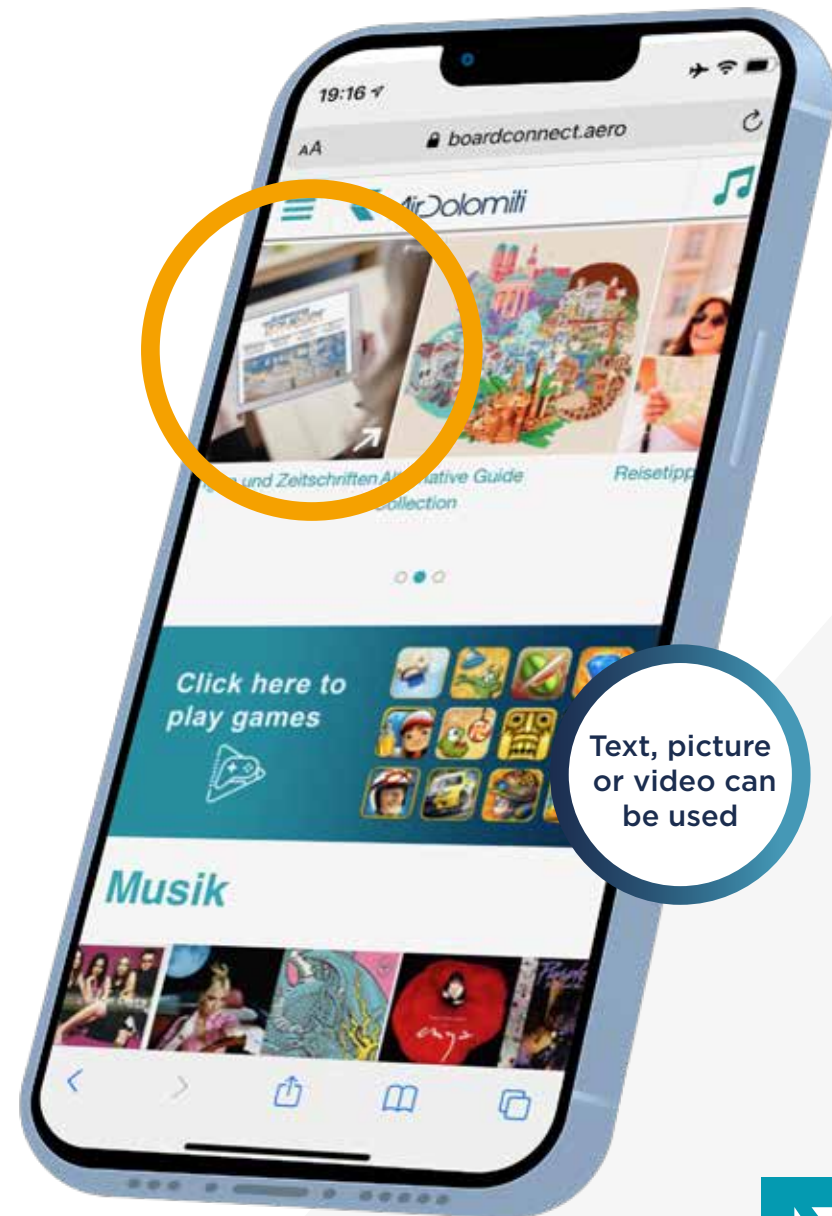
Advertising opportunities

Reach a global audience

Onboard portal

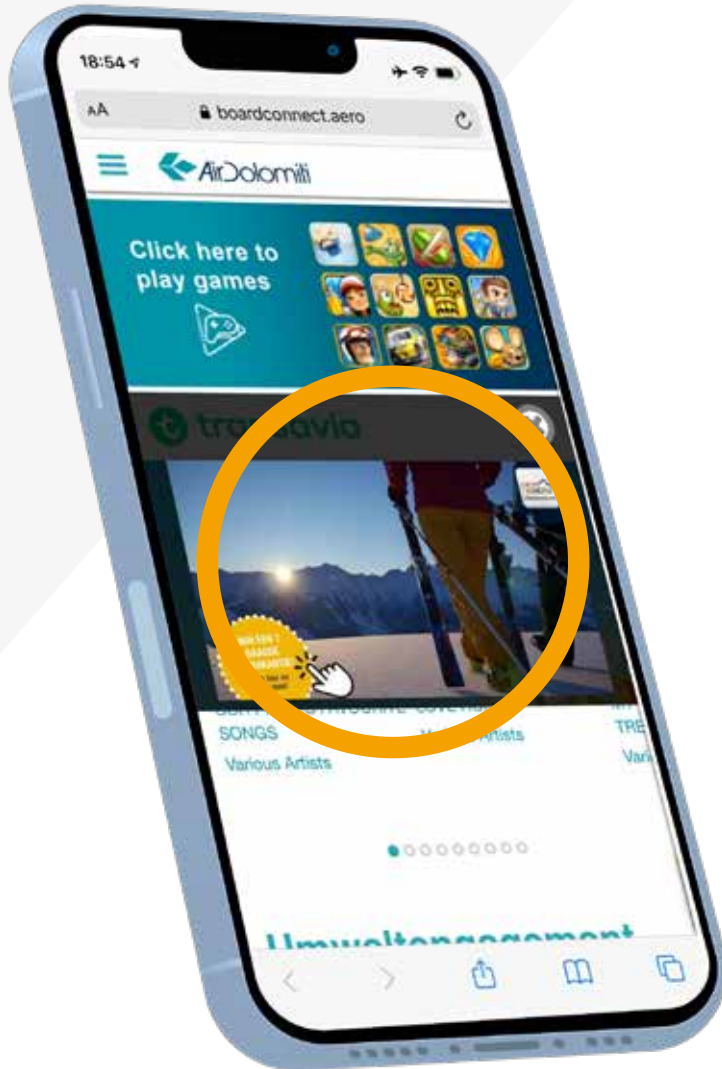
- *homescreen*

- **TILE SIZED BANNER AD INTEGRATION** in Air Dolomiti's onboard-portal on the homescreen which is accessed first by all passengers going online during their flight. The homescreen is the point of entry of all passengers on the platform's user interface.
- **A LINK TO A CUSTOMIZED HTML5 LANDING PAGE** can be implemented. The HTML5 landing page can include text, picture and/or video
- **HIGH CTR (> 5%)** - through the exclusive placement of the banner
- **RUNNING ON PASSENGERS' OWN DEVICES** smartphones, tablets
- **ON ALL 16 AIR DOLOMITI AIRCRAFT** Embraer 195
- **CAMPAIGN FREQUENCY CAP** can be set



Video advert

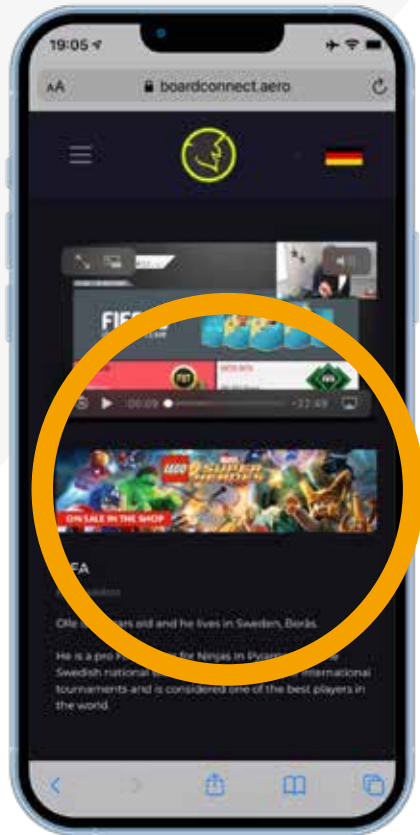
- *homescreen*



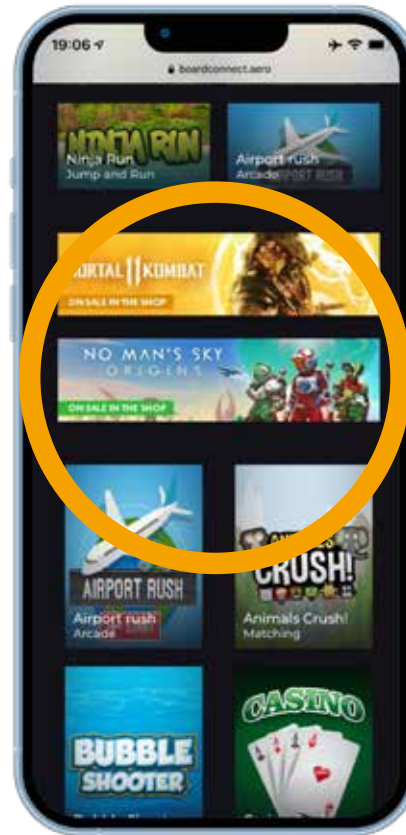
- **HOMESCREEN VIDEO AD** provides advertisers with the ability to exclusively present their ad to all passengers whenever they are accessing the platform
- **A LINK TO A CUSTOMIZED HTML5** landing page can be implemented
- **UNRIVALED HIGH CTR** based on exclusivity positioning on the non-skippable entry site of the platform
- **FREQUENCY CAP** required (e.g. max 2 views per passenger)

Banner advert

- *gaming section*



➤ **BANNER ADS** in the gaming section of the digital platform



➤ The gaming section is one of the **MOST USED CONTENT TYPES** within the platform



➤ **DIFFERENT IAB** ad formats, frequency capping

The background features a teal and white airplane tail fin with a registration number. The number is partially visible and reads 'N11111' with 'N11111' written vertically. The tail fin is set against a light-colored wall with a grid pattern. The entire image is overlaid with a complex geometric design of overlapping teal and dark blue shapes, including a large teal arrow pointing right.

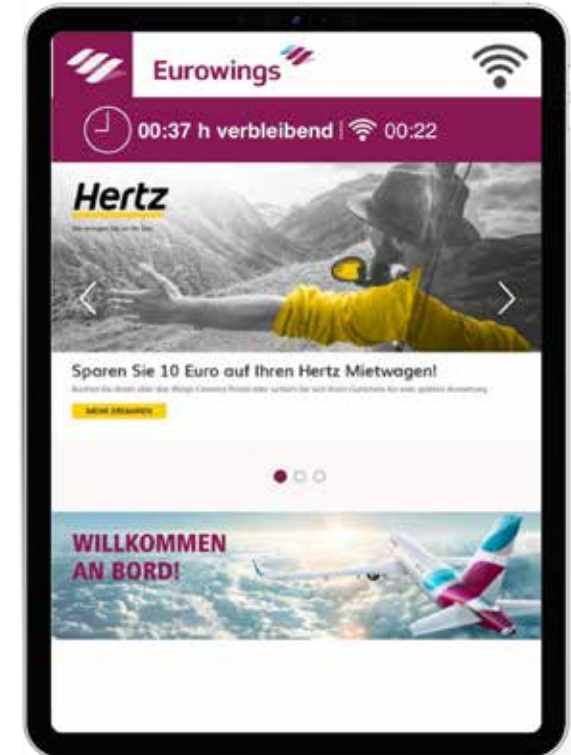
Campaign opportunities

Reach a global audience

Digital campaigns

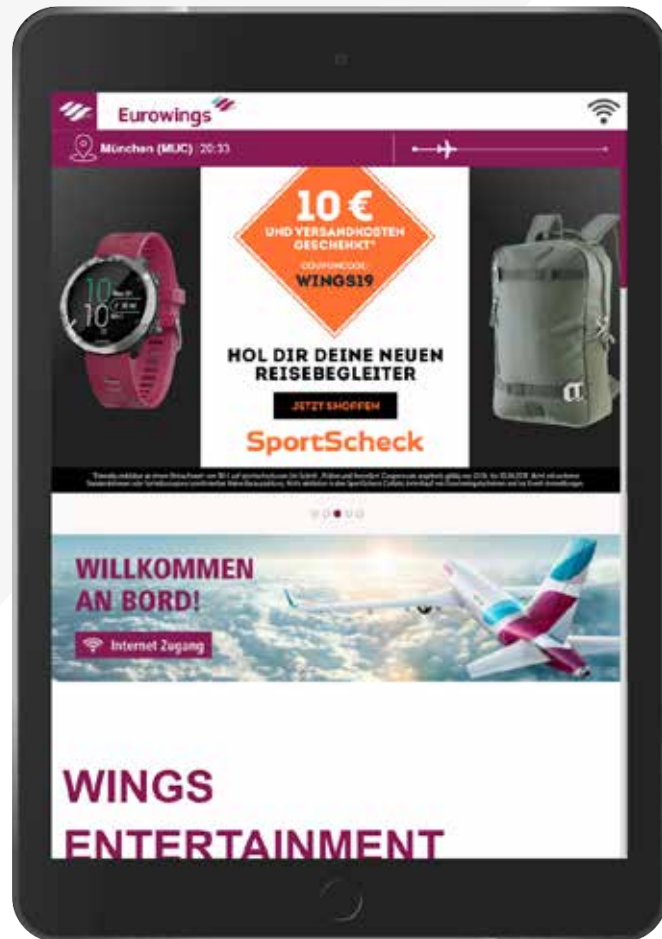
- examples

- The below are comparable campaign cases, using the same digital infrastructure - on board **EUROWINGS**, like Air Dolomiti part of Lufthansa Group.
- **TELEKOM CAMPAIGN** on Eurowings: Banner / highlight teaser integration in Eurowings' onboard-portal leads to the sign-up page
- **HERTZ CAMPAIGN** on Eurowings - car rental bookings incl. discount voucher that can also be applied after the flight



Digital campaigns

- *inflight retail examples*



- **BANNER & RETAIL SHOP CAMPAIGN**
SportScheck
- **INTEGRATION OF TEASER** on IFE portal screen
- On **72 EUROWINGS AIRCRAFT**
- Including **SPORTSCHECK CAMPAIGN WEBPAGE** with discount code for passengers
- **CTR > 5%** significant number of online bookings generated (inflight and after travel)



Contact

BRANO HAAR , PUBLISHING DIRECTOR
HAAR@LXM-GROUP.COM
+44 7946 173906