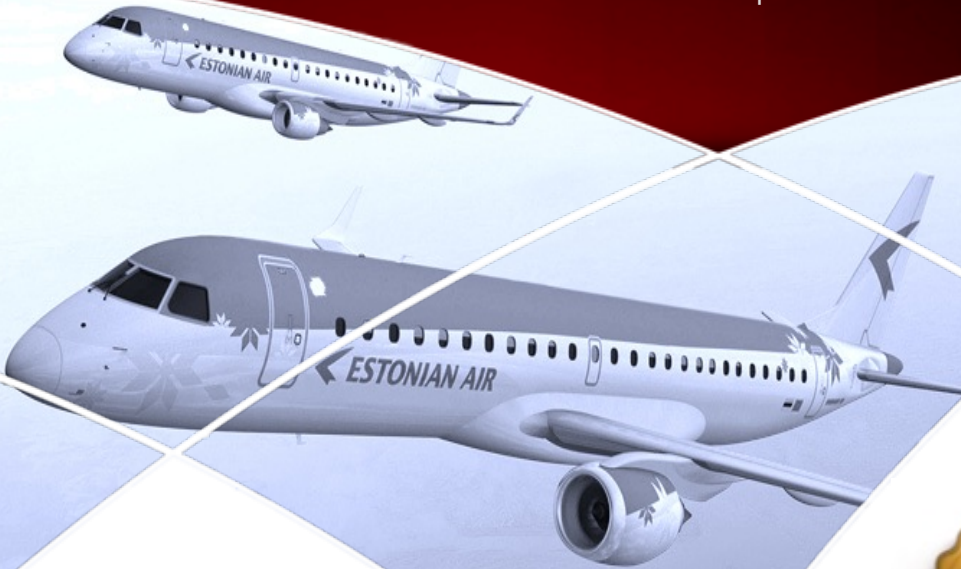


How the World's First Social Loyalty Program drove dramatic results for Estonian Air

For an airline that flies 800,000 passengers per year, the new initiative drove one million Facebook impressions in ten days, and much more!



The Challenge

Where the story begins

Estonian Air, the national airline of the tiny but tech-savvy Baltic nation of Estonia, was the fastest growing European airline in 2011-2012. It had wanted to build critical mass to support rapid expansion. Customer loyalty had been wavering due to strong competition and awareness had to be built quickly amongst a variety of potential customers.

Estonian Air engaged SimpliFlying to help devise a creative and cost-effective strategy that would help the airline brand engage travelers, both within Estonia and abroad.



Europe's fastest growing airline



Strong competition



Needed a strong loyalty program



SimpliFlying's Expertise at Work

Earn-Fly-Burn

At SimpliFlying, we weren't afraid to question the way traditional loyalty programs work. Instead of sticking with the conventional Fly-Earn-Burn paradigm, we flipped it to craft an alternative model for Estonian Air: **Earn-Fly-Burn**, powered entirely by social media.

Combining SimpliFlying's research on how frequent flyers behave on social media platforms, the team designed a 'social' loyalty program that engaged and rewarded not only current customers, but also non-customers – for being brand advocates of the airline, and then converted them to fly Estonian Air.

We integrated three simple concepts to create Estonian Air's [AirScore](#), the World's First Airline Social Loyalty Program, that was launched on October 2011.

The three pillars of Estonian Air's AirScore success

Gamification

Launched exclusively through Facebook, the program was guided by a "social" rewards structure that recreated a passenger's journey.

Users would earn points from the "Gate, to proceed to the "Business Lounge", the "Economy Cabin", "Premium Cabin" and finally, the exclusive "Cockpit", based on their online advocacy actions.

Rewarding the Community

Unlike most loyalty programs, AirScore enables users to earn bonus points without even flying, effectively targeting non-customers as well.

Users could earn new badges for social actions like participating in polls, inviting friends to join the page or booking tickets through the Facebook page. The badges could then be redeemed for real benefits such as discounted flights or lounge access when they purchased Estonian Air tickets.

Share-ability

To make sharing effortless, the AirScore app featured universally appealing, ready-to-share content.

For example, major events in the cities that Estonian Air flies to, "up close" with the pilots, travel stories and aviation quizzes.

Those who shared this content with their friends were rewarded with points.



Results & Impact

An instant hit with the media, customers and critics



**Over 1000
members
enrolled as
'ambassadors'**

The AirScore loyalty program quickly gained the media's attention and generated an unprecedented amount of buzz, press coverage and internet conversations for Estonian Air. It helped the airline become a familiar name in countries beyond its border.



**A total reach of
over 250,000
people**

During the first 10 days of the launch, over 1000 members with a reach of over 250,000 people were enrolled as "ambassadors" and more than 1,340,000 impressions were generated on Facebook alone.



**More than
1,340,000
impressions on
Facebook alone**

Imagine if just 10% of these people who earned points bought an Estonian Air ticket to redeem their rewards. What would that do to load factors?



**Awarded 'Best
Social Media
Campaign'**

Estonian Air went on to win the award for the Best Social Media Campaign at the 5th Annual Mega Conference for Airline Loyalty and Ancillary Revenue Programs. What's more, it even trumped social media powerhouse Southwest Airlines who was competing for the same award!

"We couldn't even dream about the success that we have had with AirScore. It has been recognized throughout the industry and even outside."

- Gunnar Magi,
Director of Development and Marketing

