



Extending the Aisle

Presented June, 2013

ESTABLISH A VISION

CRAFT A STRATEGY

DESIGN AN EXPERIENCE

PUT TECHNOLOGY IN PLACE

LAUNCH. GROW. TEST

IT STARTS WITH A VISION

An experience that reacts to what's going on in real-time

Foster engagement that encourages custom

A digital strategy that extends around the world

Total control over your business and customer relationships

David

Business Traveller



micros[®]
eCommerce Services

Rebecca

Business Traveller



Robinsons

Family Travellers



micros[®]
eCommerce Services

Friends

Group Travellers



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*T&Cs apply

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Get ideas on where to go, whatever your budget.

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READY TO GO
Get away on a last minute holiday in the next 6 weeks and save up to £200 per booking!^{*}
easyJet holidays **BOOK NOW**

BOSS NUIT
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SIGN UP FOR LOYALTY POINTS
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London Gatwick LGW

Going to *
Rome Fiumicino FCO

☐ One way only
☐ Flexible on dates

Outbound * (DD/MM/YYYY)
28/06/2013

Return * (DD/MM/YYYY)
30/06/2013

Adults 1
Children (<16) 0
Infants (<2) 0

* All required fields are marked with an asterisk.

Show flights!

Need a hotel?

Need car rental?

CHECK IN NOW >

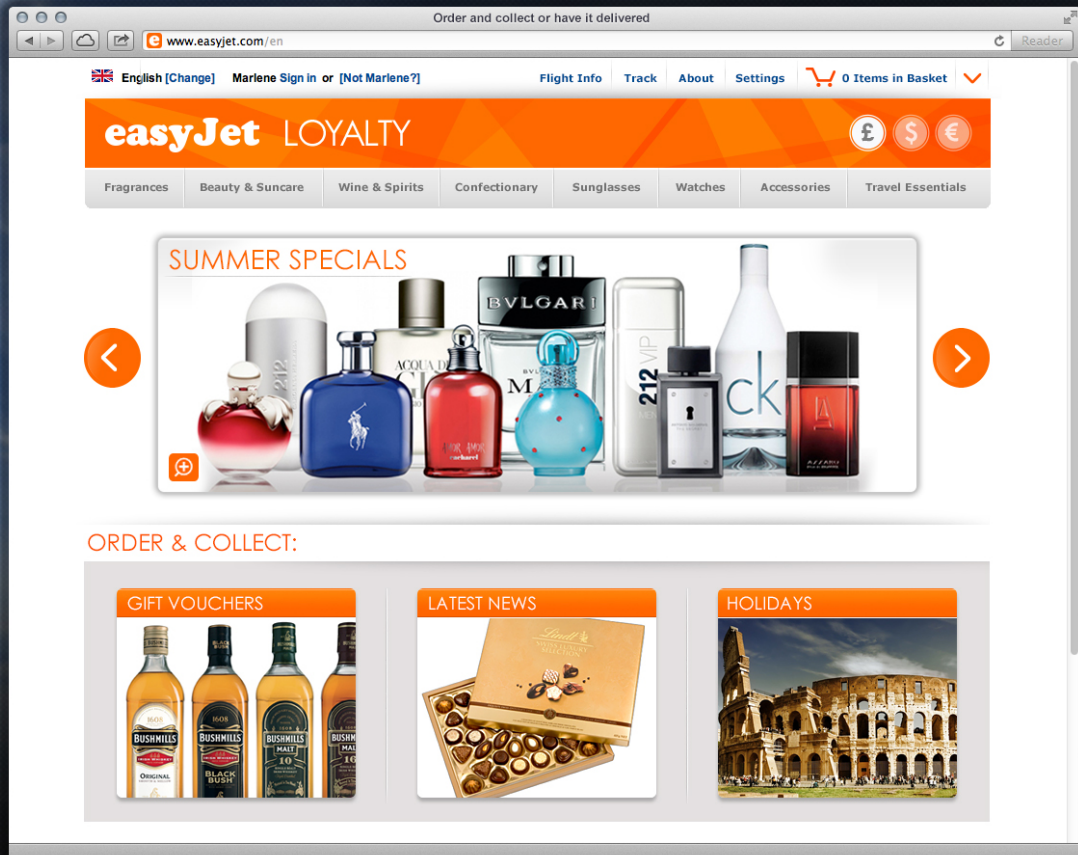
TODAY'S FLIGHTS >

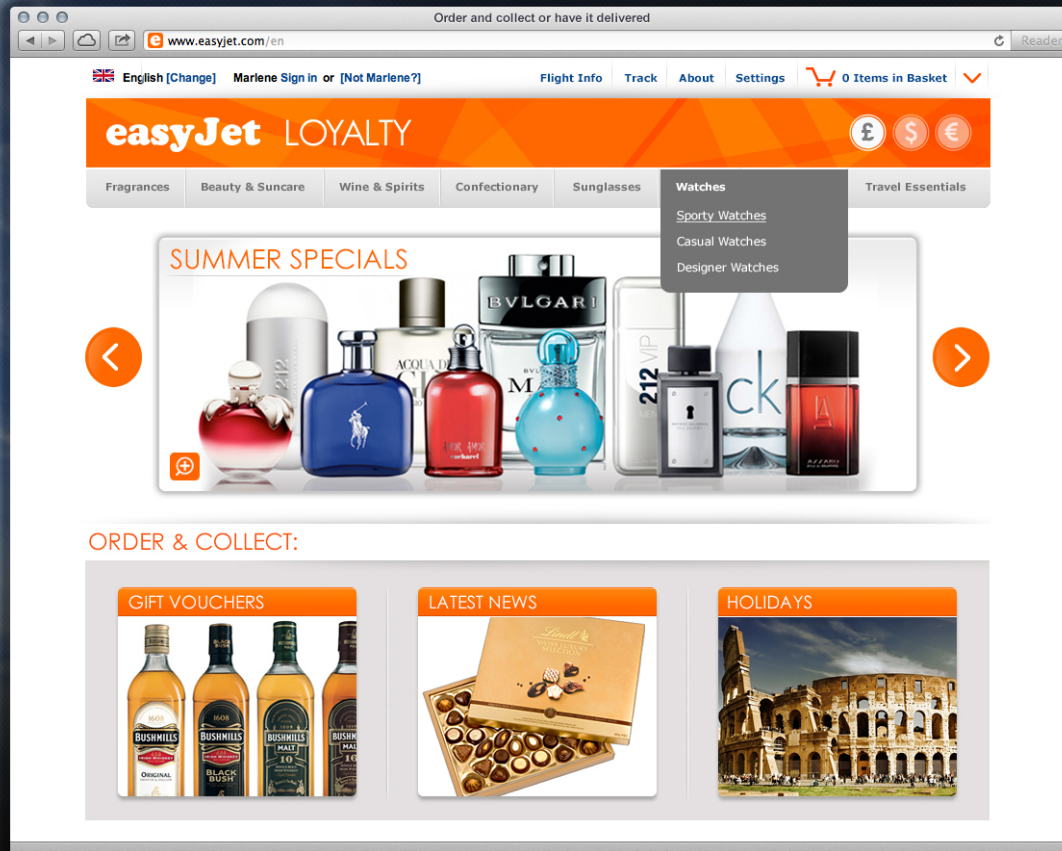
Top partner offers this week:

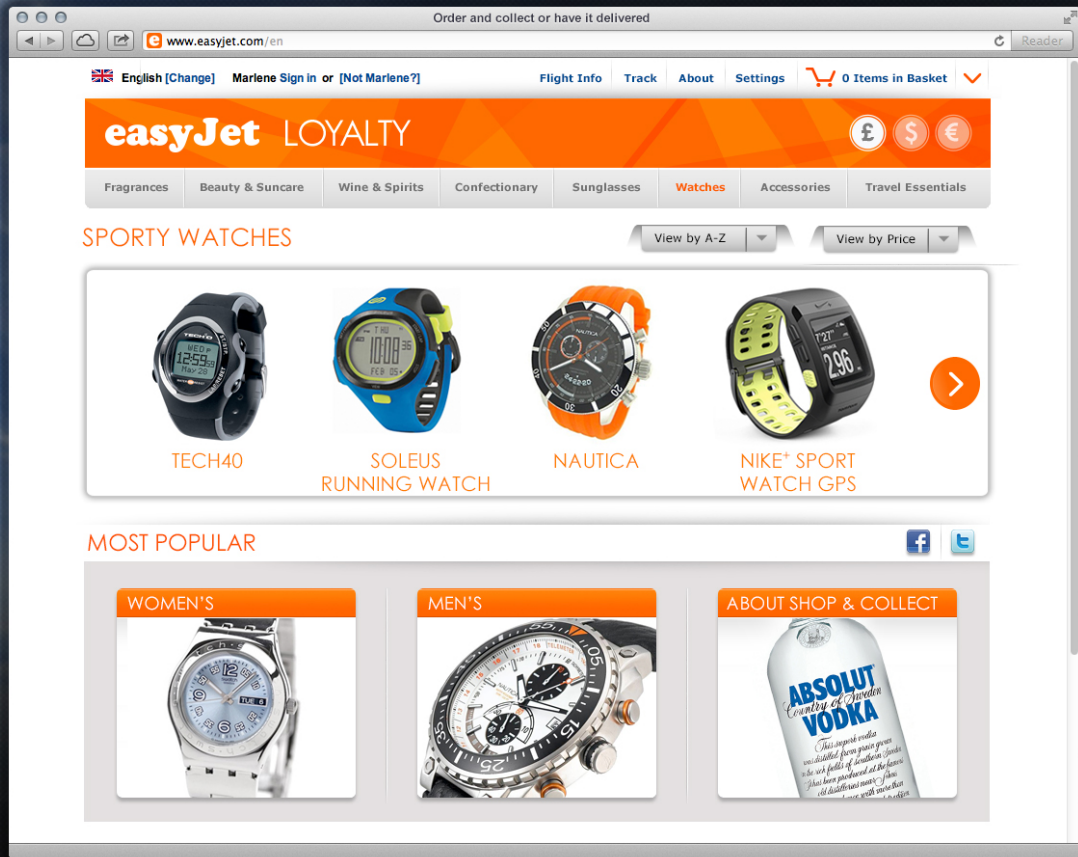
easyJet Holidays website
7 nights, 5 star b+b Pestana Vila Sol in the Algarve from £389pp[^]

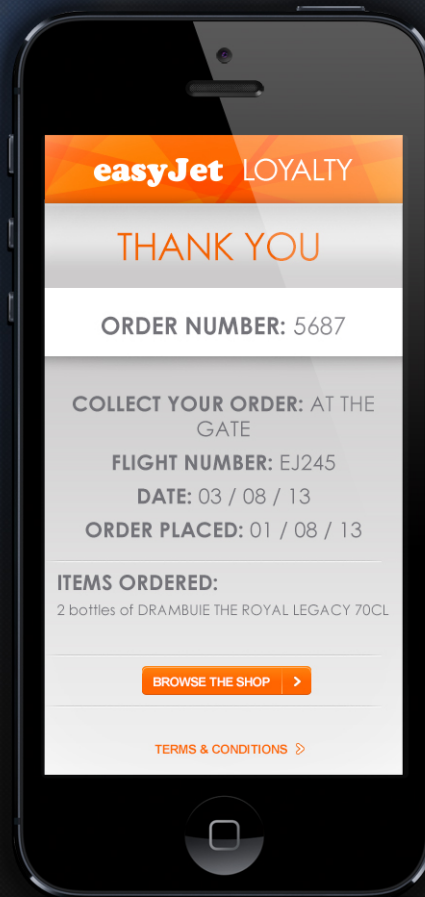
Europcar
Great summer deals
Up to 15% off car rental

eCommerce Services

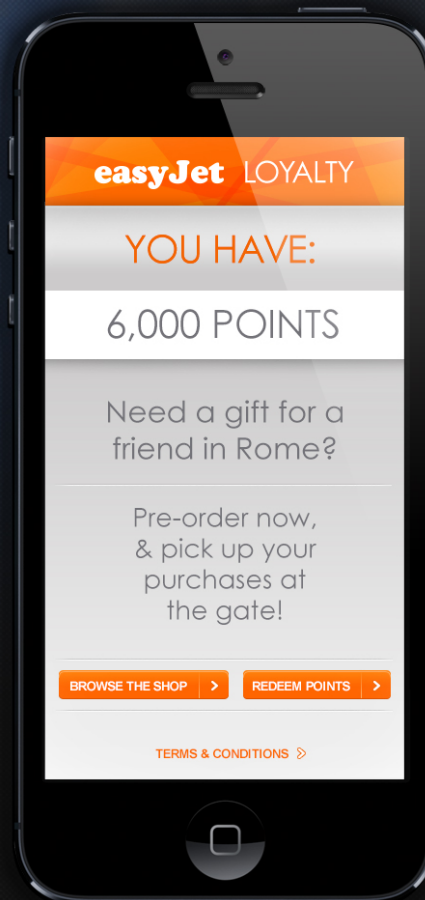




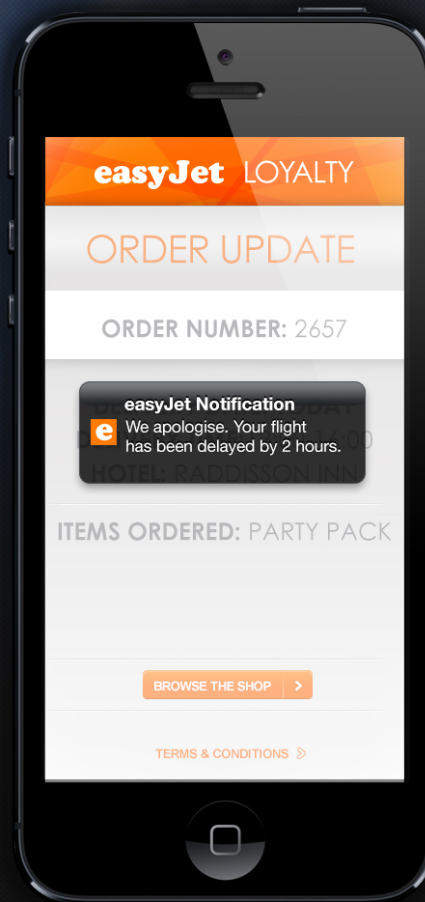




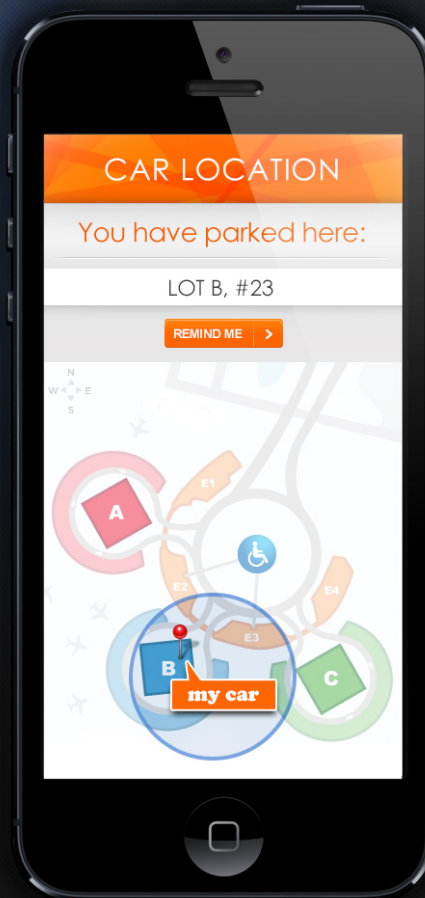
Traveling to the Airport

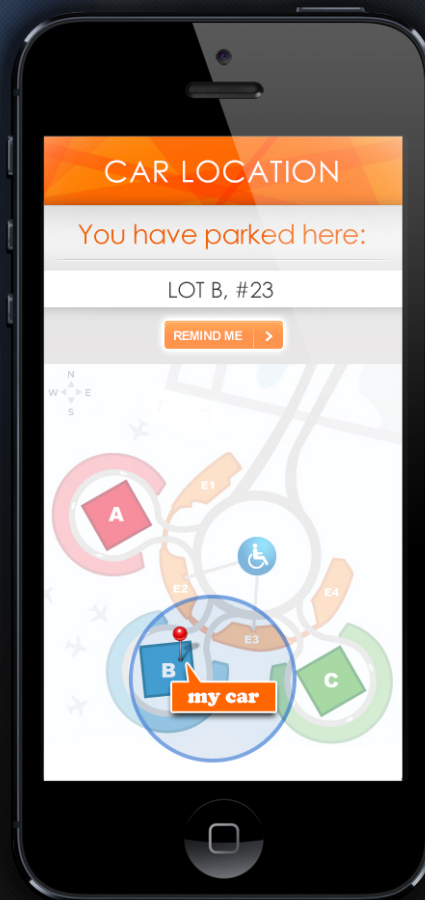


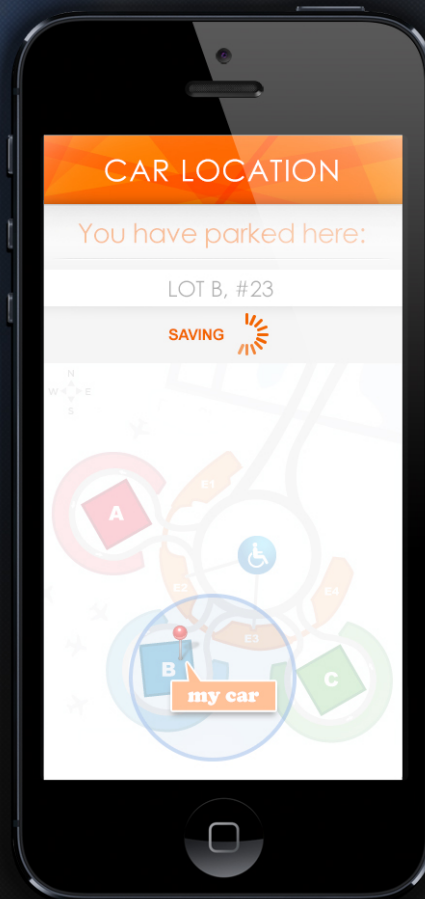


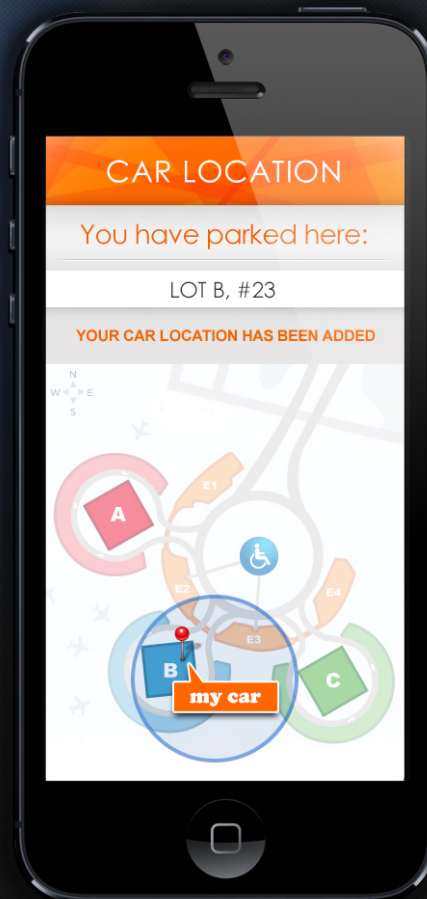


Arriving at Terminal

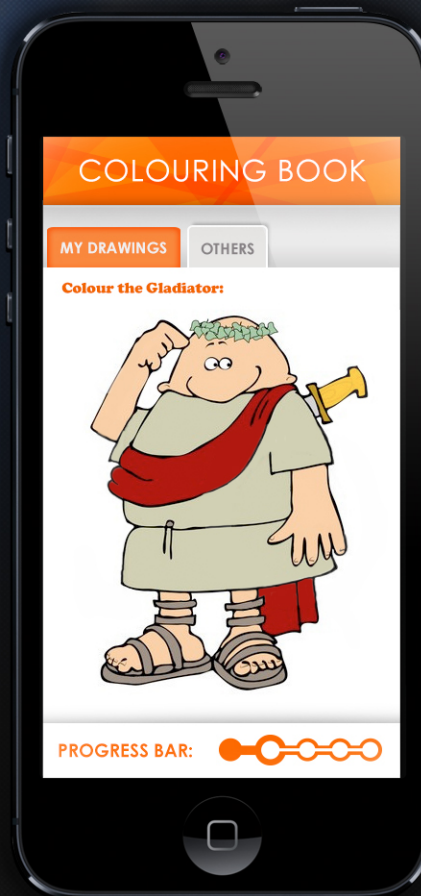








Waiting in Lounge



 [Change]

easyJet LOYALTY



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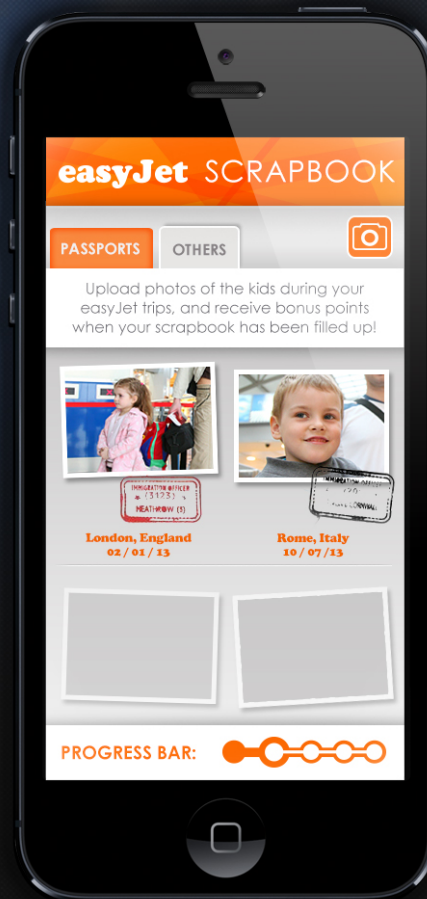
ADD TO BASKET



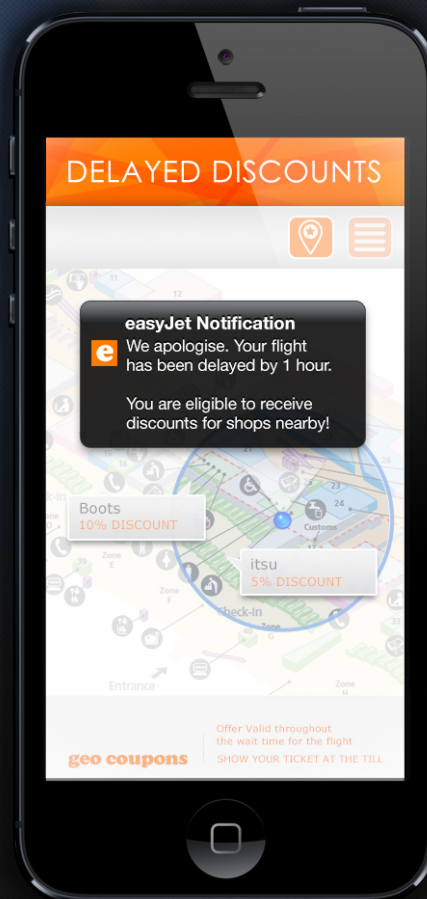
USE THIS CODE AT THE WORLD DUTY FREE SHOP: **324**

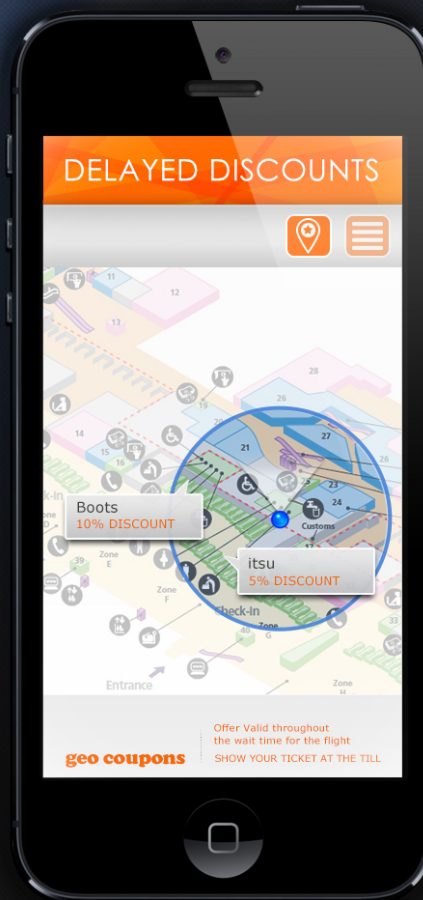
DOWNLOAD THE LOYALTY APP

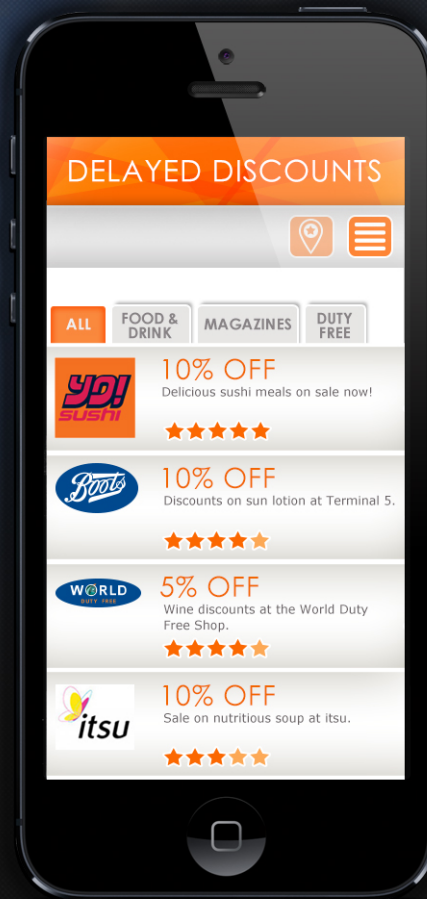




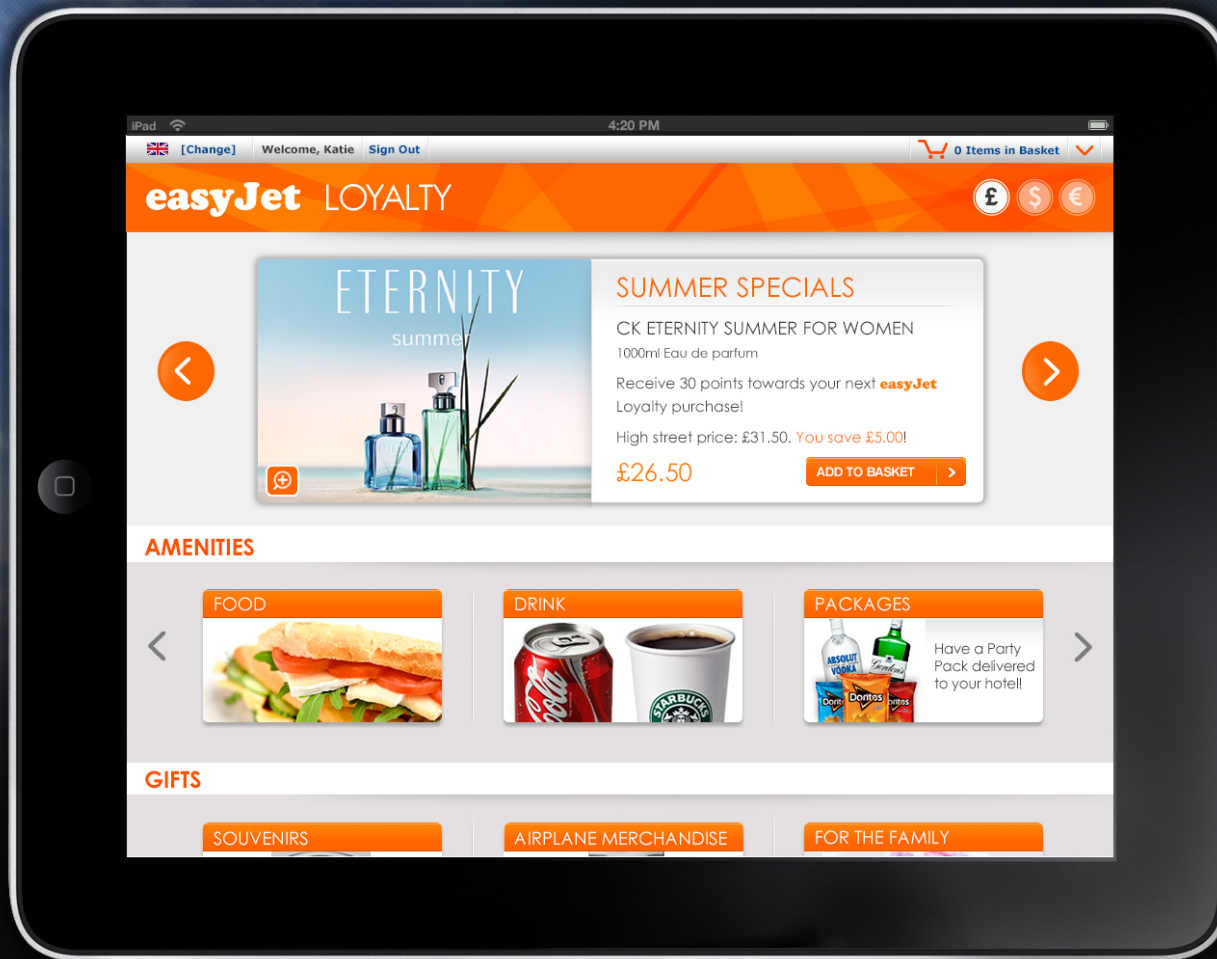
Delayed Discount Offers

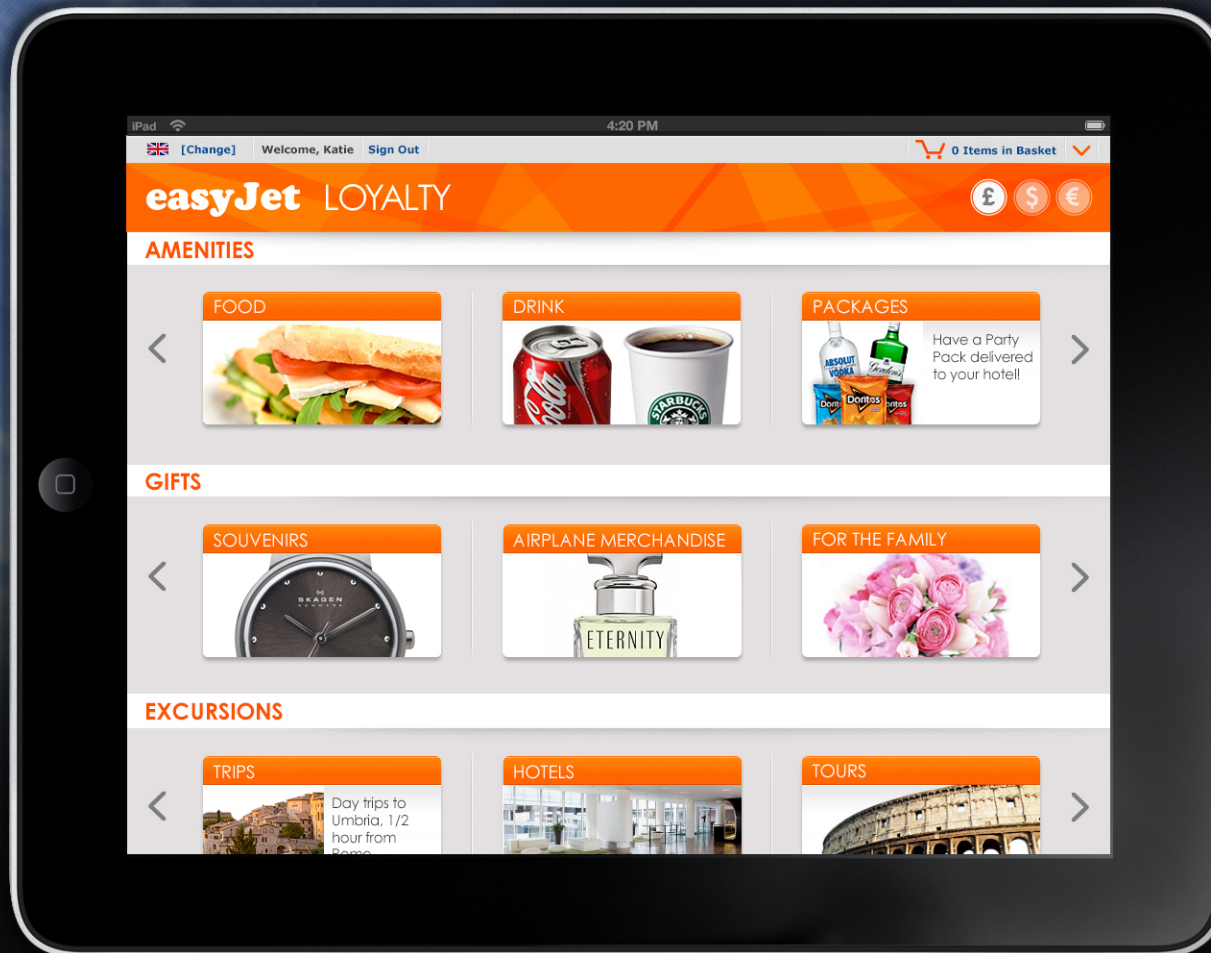






On board the Plane

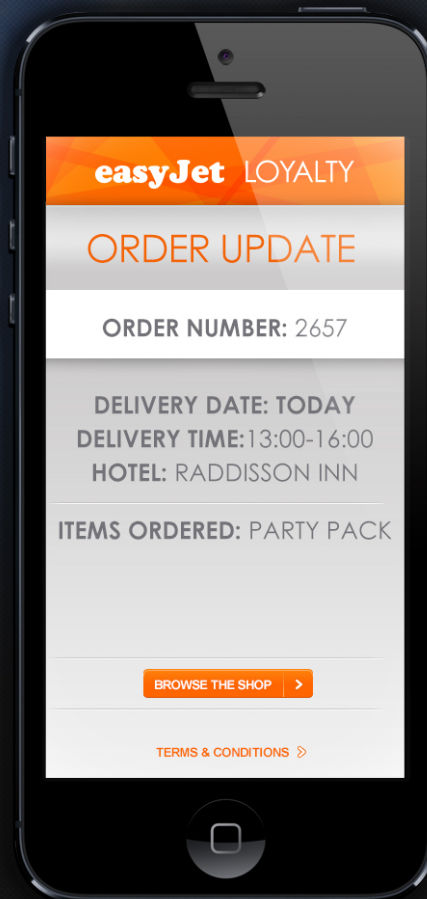








Arriving at Destination



Vision of the Future



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VISION

An experience that reacts to what's going on in real-time

Foster engagement that encourages custom

A digital strategy that extends around the world

Total control over your business and customer relationships

APPROACH

Roadmap to extending the Aisle

Full UX & creative design

Development of all software and installation

Post-launch support service

Q & A