



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



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Rebecca

Business Traveller



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Robinsons

Family Travellers



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Friends

Group Travellers



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Up to 15% off car rental Great summer deals

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SUMMER SPECIALS



ORDER & COLLECT:

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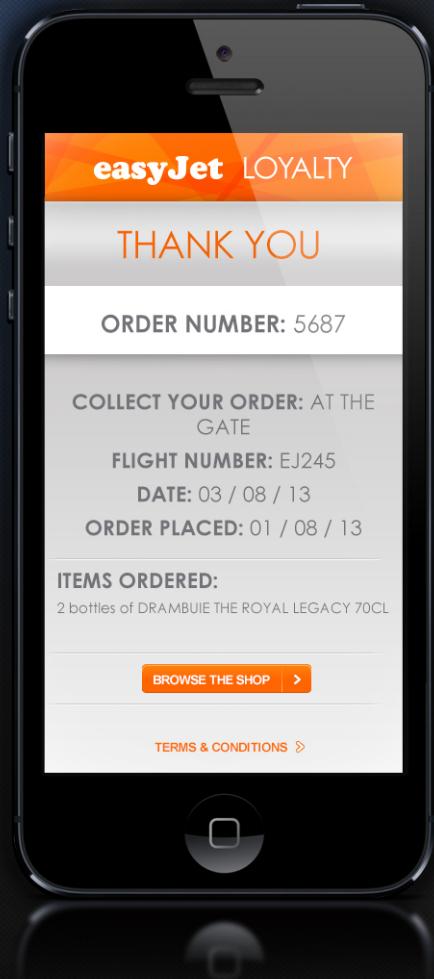
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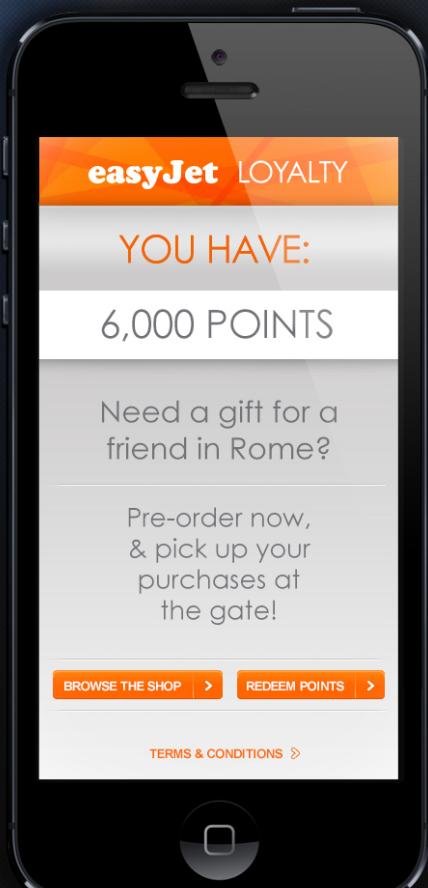
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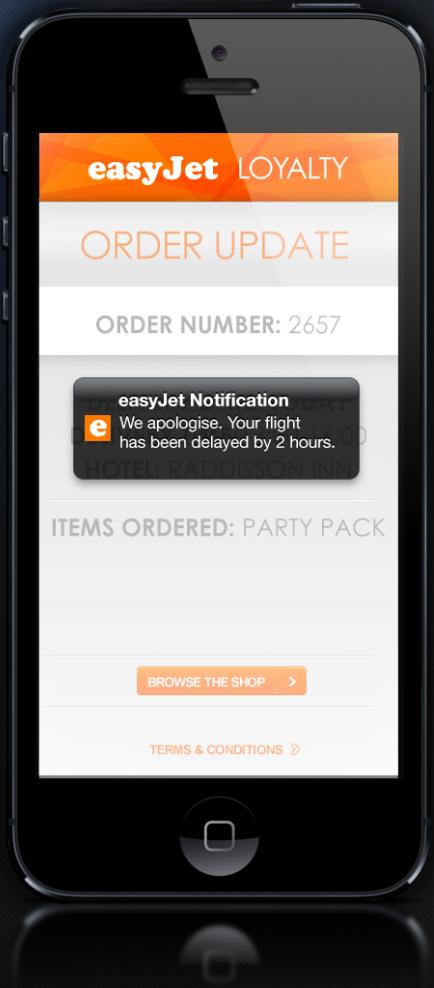
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Traveling to the Airport



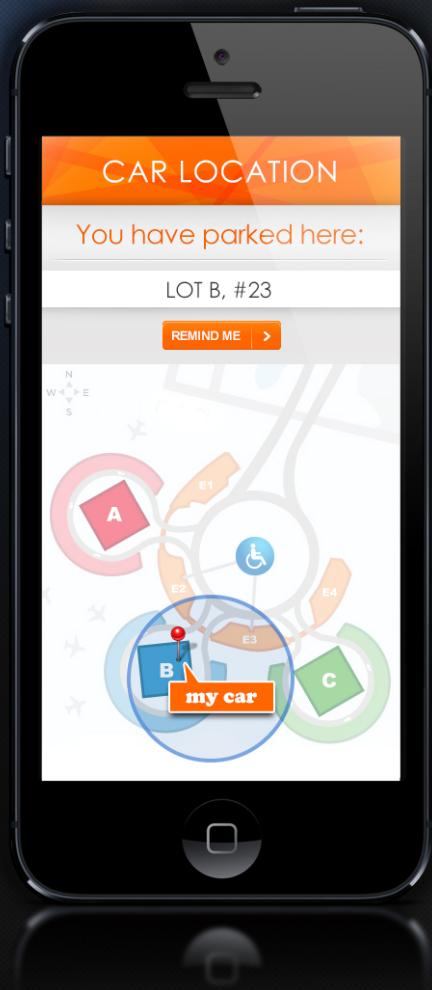


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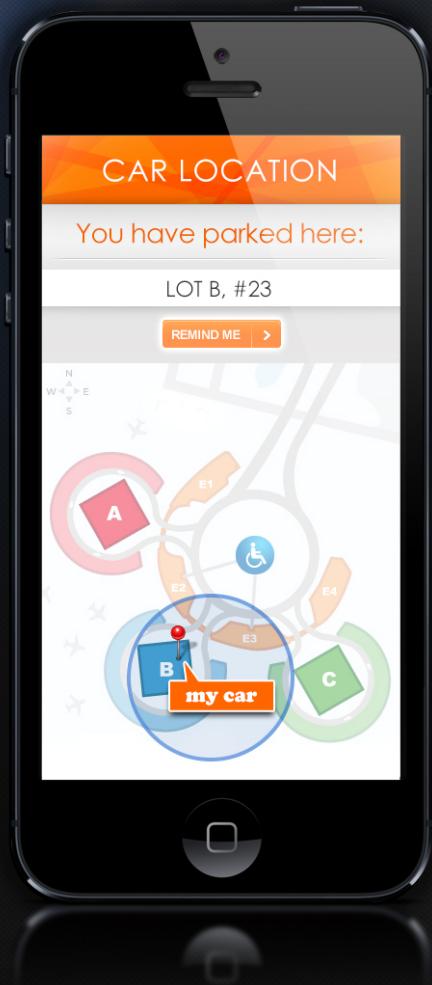


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Arriving at Terminal



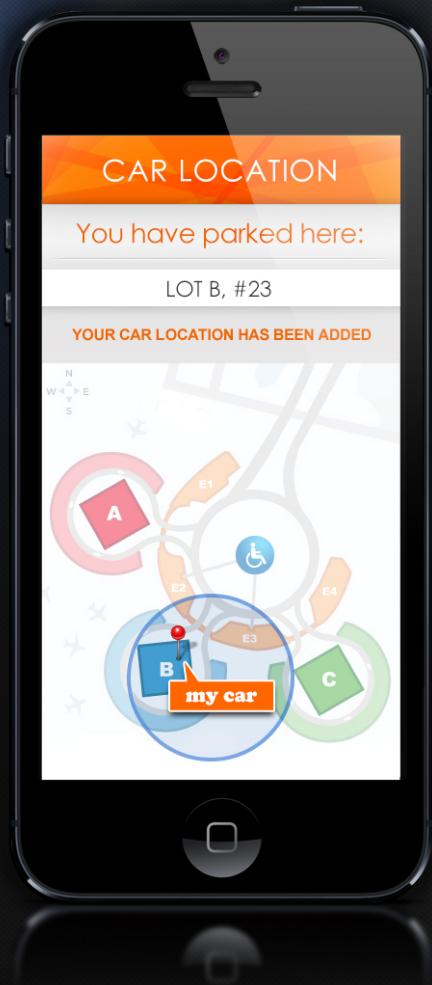
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Waiting in Lounge



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UK [Change]

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£ \$ €

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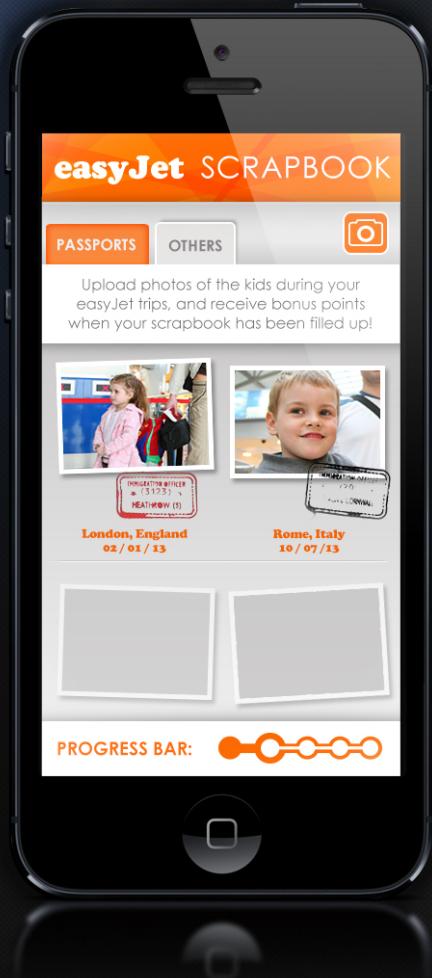
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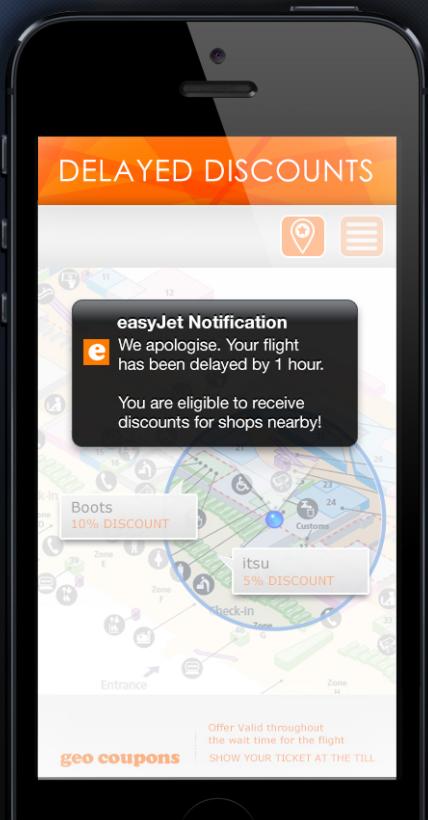


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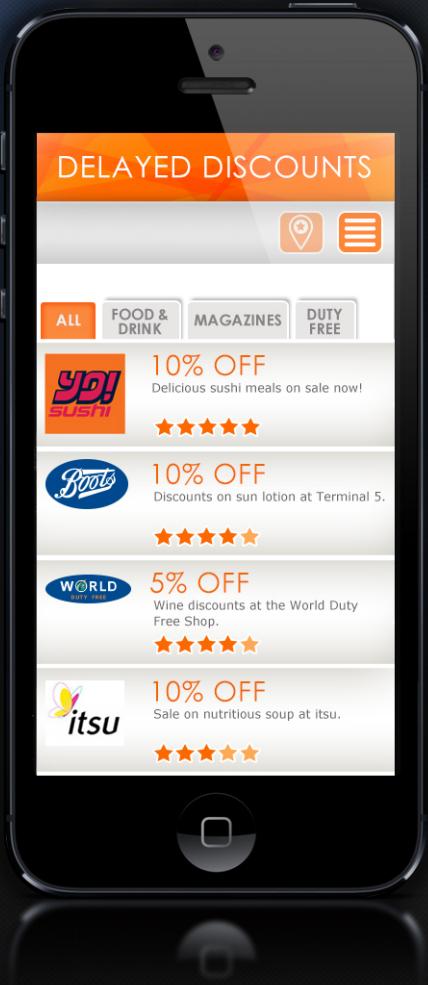
Delayed Discount Offers



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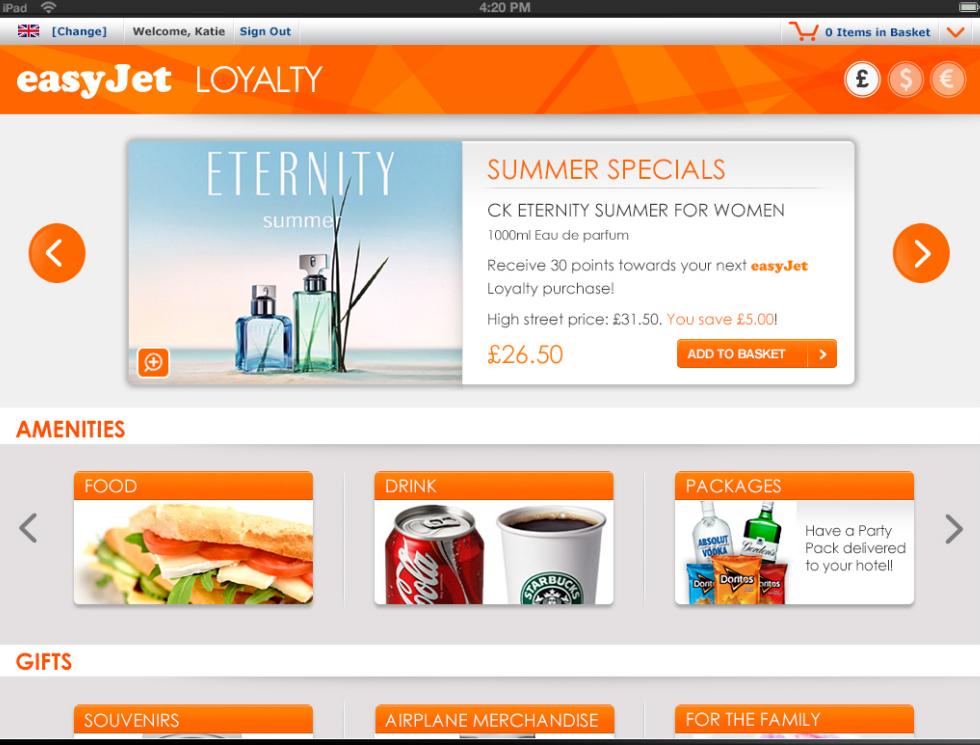
On board the Plane

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PACKAGES



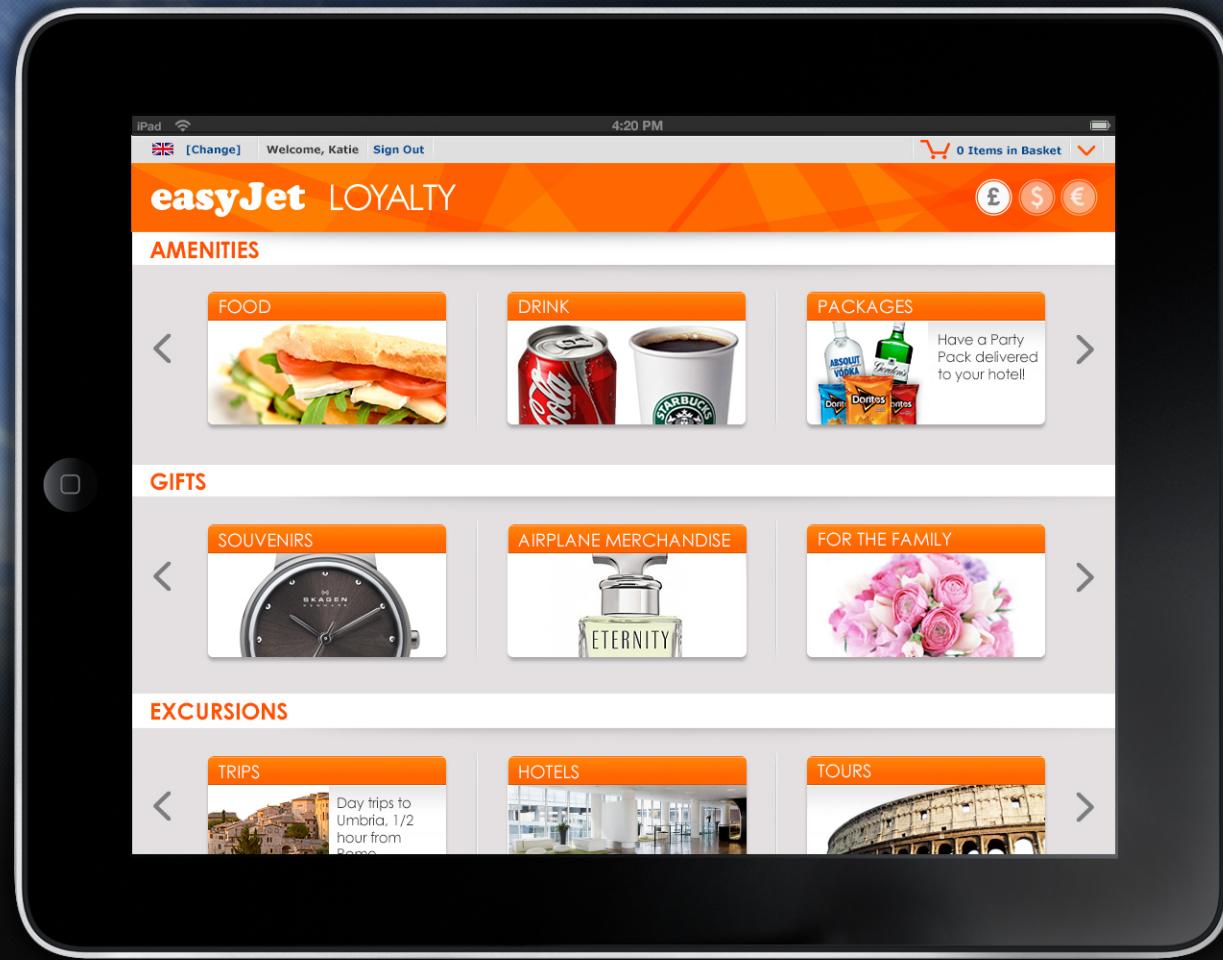
Have a Party Pack delivered to your hotel!

GIFTS

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AIRPLANE MERCHANDISE

FOR THE FAMILY



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MUFFINS

Try our delicious chocolate chip muffins!

With this item, you can have a **free coffee**.

Buy now and receive **5 points** towards your next **easyShop** purchase!

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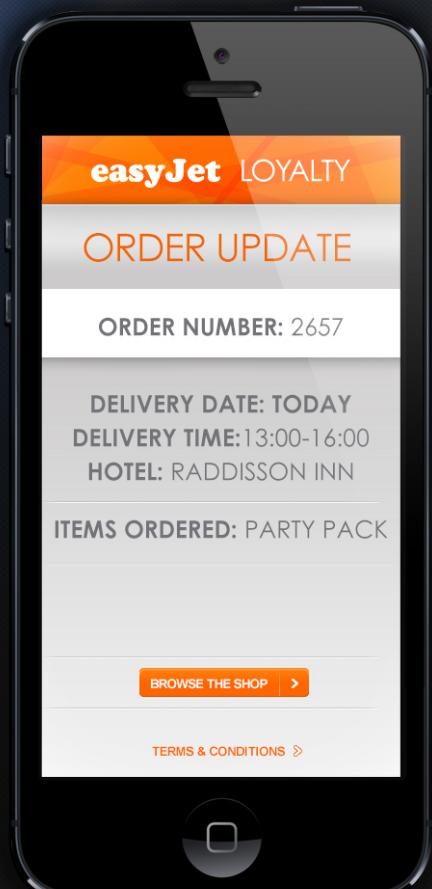
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EAT NATURAL BREAKFAST BAR

Yummy breakfast treat, which contains Brazil nuts, Almonds, Sultanas, Peanuts & Hazelnuts.

Arriving at Destination



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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