

Airline Workshop

ORGANISED BY

BY THE TRADE

TFWA

FOR THE TRADE

www.tfw.com

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Founder

The Skills Exchange

ORGANISED BY
BY THE TRADE **TFWA** FOR THE TRADE
www.tfwa.com

Tax Free World Association – Cannes, October 28th

“Inflight future: redefining the benefits”

or

Trains, Planes..... and
Toilet Cleaners !

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Background

Procter and Gamble (Brand Management)



Price Waterhouse (Consultant)



British Airways (Head of Brands)



Eurostar (CEO)



Sainsburys Bank (CEO)



Vision (UK CEO)



Skills Exchange Network (Inter-galactic supremo)

***“If you want a breakthrough.....
look outside your current environment”***

British Airways

Beds.....Yacht designer
Queuing.....Disney
Brands.....Consumer goods

Eurostar

Yield Management.....Airlines
Marketing..... Consumer goods

Sainsbury’s Bank

Business Plan.....Retailing

Building a Brand

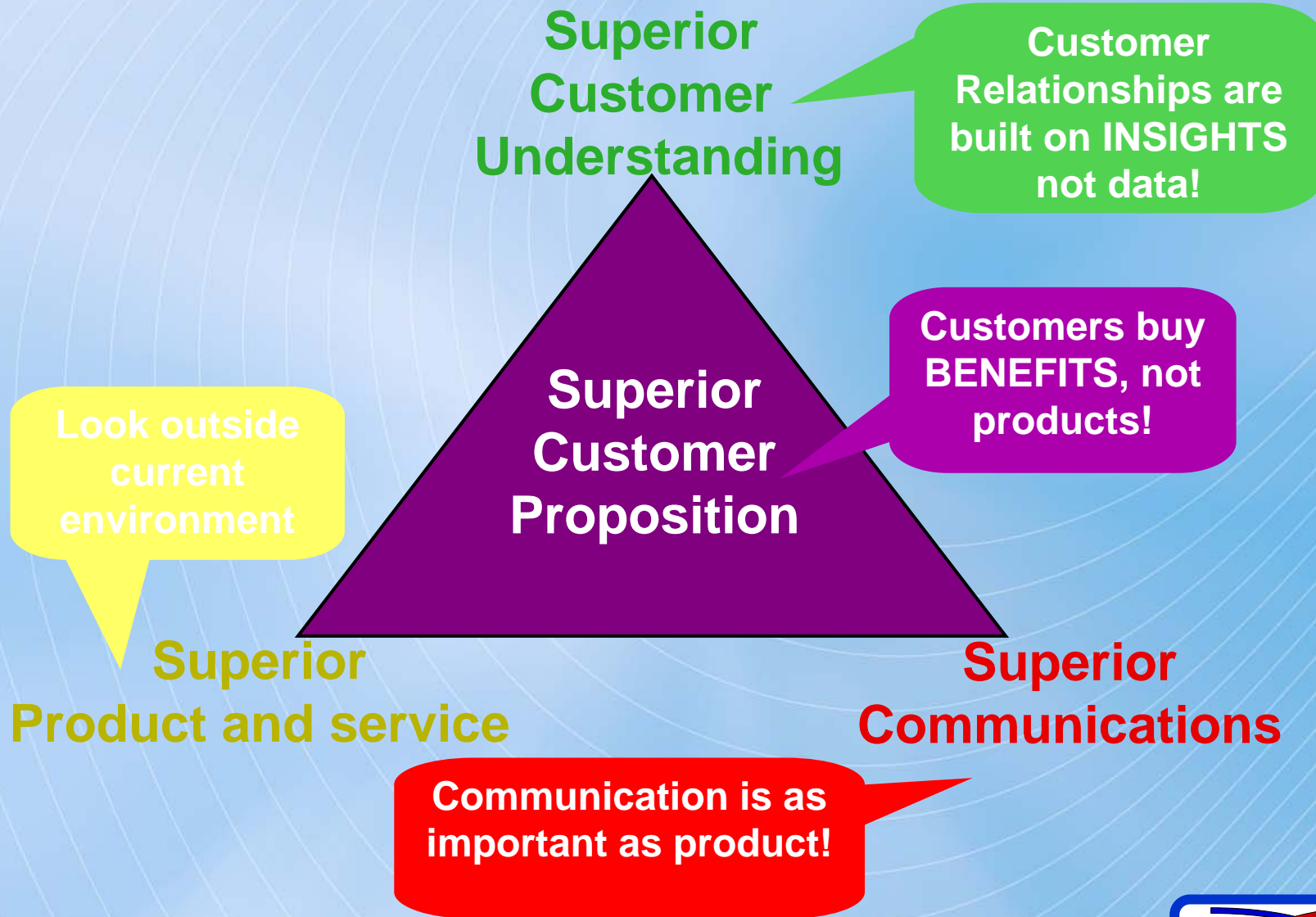
**Superior
Customer
Understanding**

**Superior
Customer
Proposition**

**Superior
Product and service**

**Superior
Communications**

Building a Brand



Eurostar Leisure



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Customer Relationships are built on INSIGHTS not data!

•Target: Premium Passengers

Superior Customer Understanding

Superior Customer Proposition

Superior Product and service Superior Communications



- Who is the competition?*
- Internal customer!*

Customer Relationships are built on INSIGHTS not data!

Superior
Customer Understanding

Superior
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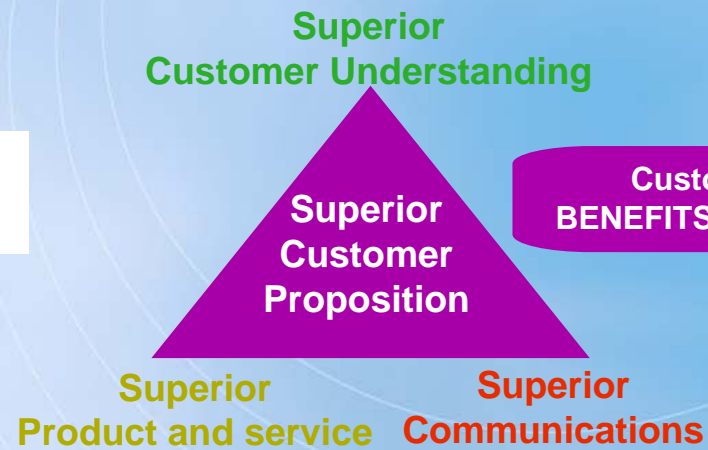
Superior
Product and service

Superior
Communications



• Positioning: “Vintage glamour”
“exclusive elegance”

• Simple: Watch sales





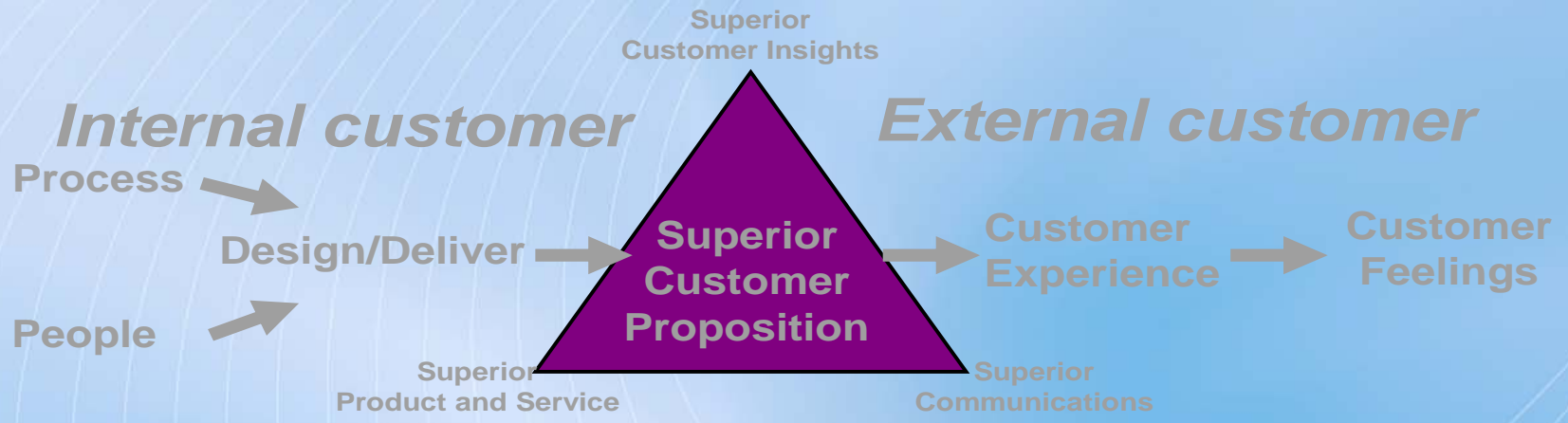
**Superior
Customer Understanding**

**Superior
Customer
Proposition**

**Customers buy
BENEFITS, not products!**

**•Inspire travel!
(journey+destination)**

**Superior
Product and service** **Superior
Communications**



Eurostar

BENEFIT

As if by magic, Paris Arrived!!

REASON WHY?

- Eurostar Quick/Easy Experience
 - Magic of Paris
- ↓
- Inspires new journeys**

Proposition Components

- Benefit** - *what's in it for me?*
- Reason why** - *why should I believe the benefit*
- Character** - *Tone of voice*

Single minded, Competitive, Believable, Deliverable

Flash Proposition

Benefit:-

With **Flash** they will be able to clean the house quicker and easier than any other household cleaner

Reason Why:-

Powder: no suds

Liquid: dissolves grime on contact

Cream: no dry residue

Character:-

Efficient, no nonsense, practical



Superior
Customer Understanding

Superior
Customer
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Superior
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Superior
Communications

- Range: 184-293
- New and exclusive



**Superior
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Superior Product and service **Superior Communications**

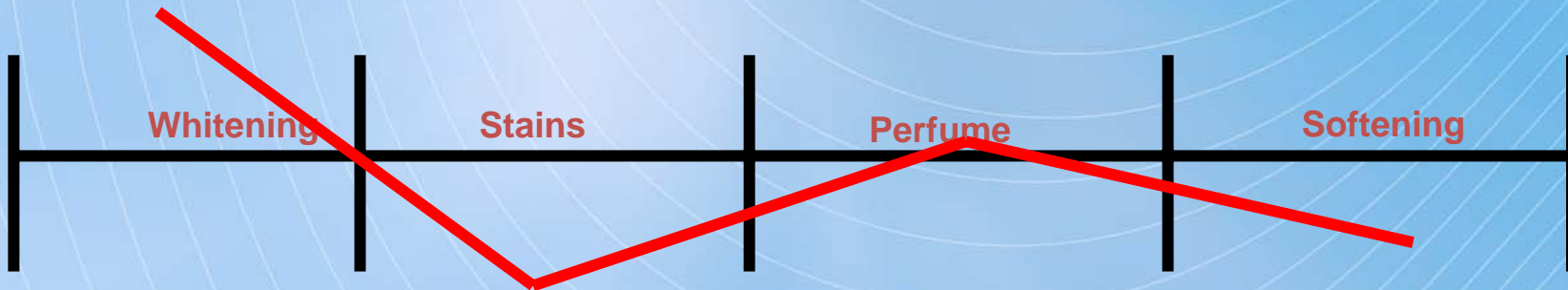
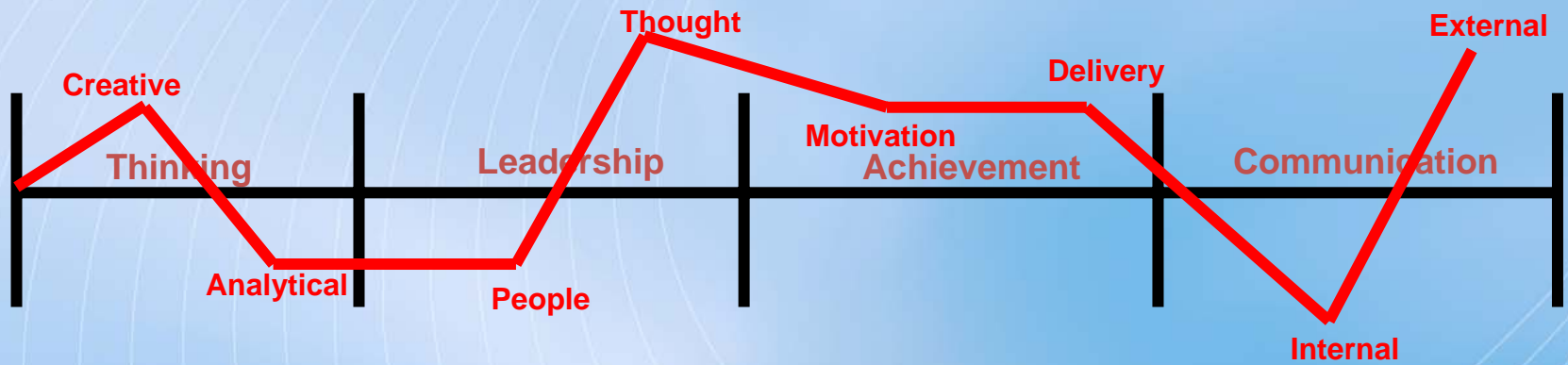
- Destination*
- Whole journey*
- Partners*

**Look outside current
environment**

Play to strengths!

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**Superior
Customer Understanding**

**Superior
Customer
Proposition**

Superior Product and service **Superior Communications**

**Look outside current
environment**

Play to strengths!

- Destination*
- Whole journey*
- Partners*

•Dwell time?*



Innovation on “Dwell Time”

1. Products that require time to buy (eg holidays, life assurance)
2. Environments you like to spend time in (eg holiday villa, home)
3. People who are good at listening/empathy (eg doctor, hairdresser)
4. Entertainment that lasts more than 1 hour
5. Products where the time of sale is important (eg baby products, winter fuel)
6. Why do you trust doctors and pilots?
7. Why do you trust your car to start in the morning?
8. Places you dwell for more than 1 hour (eg office, hospital waiting)
9. Products not currently sold in flight
10. What can you do at a shopping mall that you can't do on an aircraft?



Superior
Customer Understanding

Superior
Customer
Proposition

Superior
Product and service

Superior
Communications

- Multiple “touch points”
- Promotions
- Magazine

Communication is as
important as product!



**Superior
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**Superior
Communications**

**Communication is as
important as product!**

•Message

Brand Communications

Big Picture

Selling Idea

Drama

Benefit focus, Provocative, Credible, Simple, Distinctive

Brand Communications

Increased spend through
increased service

More Shopping
Opportunities

Improved
Expectations

More Time
to Shop

(Customer Facing)

(Non-Customer Facing)

Better
Education

Better
Support

Better
Measures

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Brand Communications Executions

Big Picture

Selling Idea

Drama

Benefit focus, Provocative, Credible, Simple, Distinctive

Brand Communications

Selling Ideas

- Wipe out dirt in a FLASH
- A Mars a day helps you work rest and play
- The snack you can eat between meals
- The longer lasting snack
- Kills all known germs dead

As if by magic, Paris arrived

Brand Communications

Big Picture

Selling Idea

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Superior Communications

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Understanding

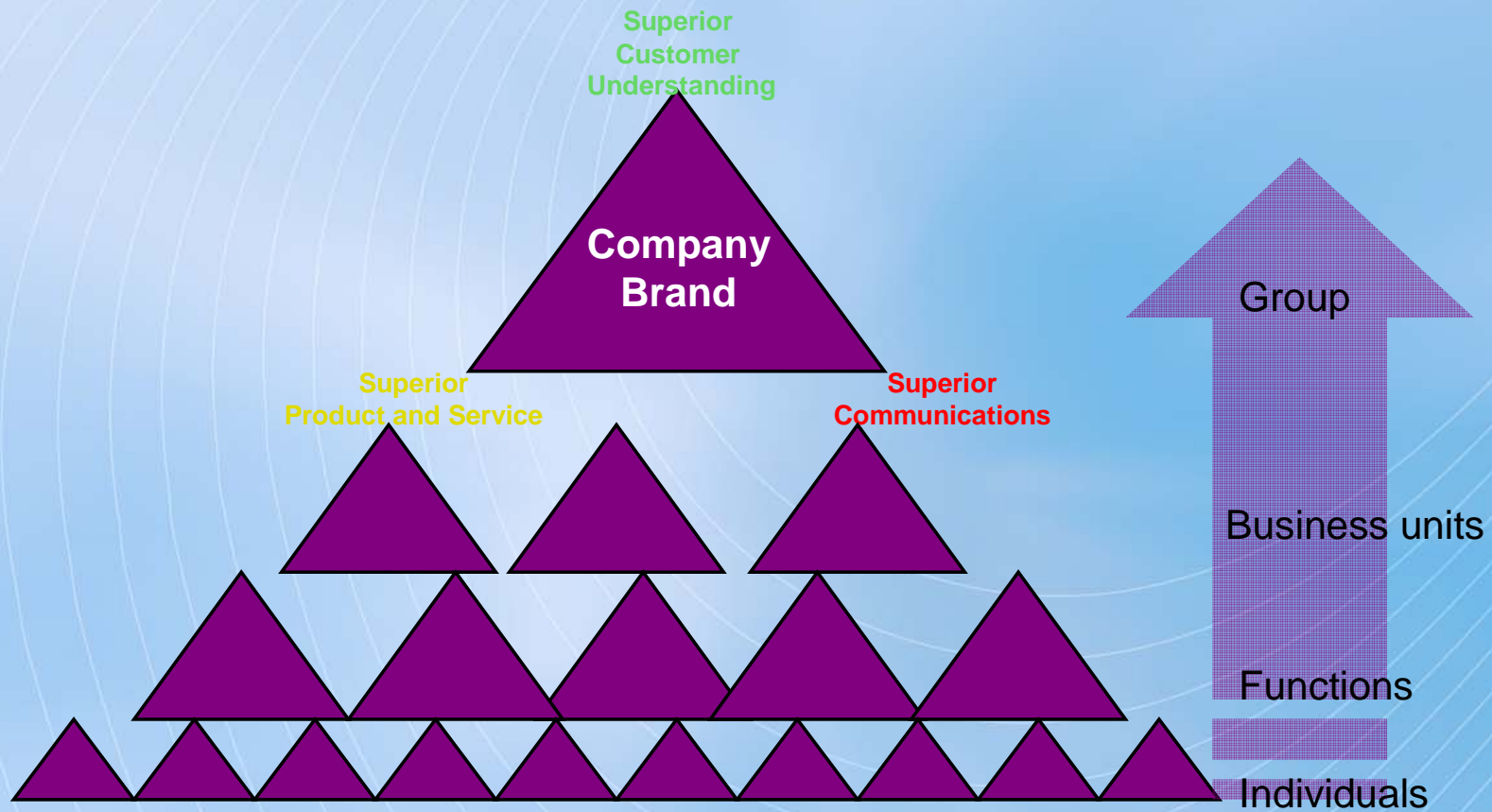
**Superior
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Superior
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- **Innovation**
- **Brand/Customer**
- **People/Teams**

Brand hierarchy



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