

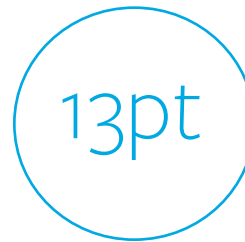


A Taste For Travel

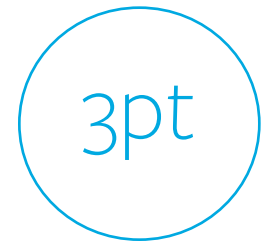
Turkish Airlines' #EpicFood campaign took flight on Instagram, building strong brand awareness among potential passengers in the UK.



lift in ad recall



lift in brand awareness



lift in message association

STORY

Broadening horizons

Turkish Airlines has been the nation's flag carrier since 1933, earning a reputation for delivering exceptional customer experiences. It encourages travelers to widen their world by sampling the local culture of over 260 destinations in more than 100 countries worldwide.

GOAL

Enticing travellers

Turkish Airlines has been voted Europe's Best Airline by Skytrax four years in a row, but brand awareness was low in the UK. To fulfill its global ambitions, this had to change.

SOLUTION

A tasteful campaign

Armed with the insight that food is one of the best ways to experience different cultures, Turkish Airlines took to Instagram in early February for four weeks with its #EpicFood campaign. The campaign helped Turkish Airlines inspire culturally curious travelers and built brand affinity through mouth-watering images of dishes from countries such as Thailand and Japan.

The airline's strategy of enticing travelers through exceptional creative was hugely successful. Turkish Airlines witnessed a 28-point overall lift in ad recall, rising to 33 points among men – four times better than Nielsen's online average. It also enjoyed a 3-point lift in message association, as well as a 13-point lift in brand awareness – another result that was four times higher than Nielsen's online average.

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By partnering with Instagram we saw the power of connecting with our audience using great creative, and the immediate impact that has on business results. Our brand lift was very significant in terms of awareness, recall and association compared to any other media channel.

Neşet Dereli,
Interactive Marketing
Communication Manager,
Turkish Airlines

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