

Amadeus Advertising provides a high impact promotional platform for your business, reaching travel booking professionals in more than 215 markets worldwide. Amadeus is used by more travel agency locations than any other GDS, making this a primary marketing channel for any organisation targeting this sector. With a flexible range of message options supported by the experience of your Amadeus Advertising consultants, you can increase the effectiveness of a conventional campaign or create standalone electronic advertising that has a direct impact on sales.



**Advertise your news and promotions to travel agents in the ideal context, at the time when they are most receptive. Amadeus Advertising delivers maximum visibility with messages that cannot be overlooked.**

### Clear messages direct to agents

The versatility of Amadeus Advertising reflects the way agents and airline office staff use the system. We have developed onscreen messaging options that appear on the most frequently viewed screens, or at key points in the booking process. This means that your message appears when it is appropriate to the task being performed and will therefore be best received. Arriving direct to the agent's working tool, it is easily accessible and hard to ignore.

### Target your customers

Around 75,000 travel agency locations, and 11,000 airline booking offices use the Amadeus system worldwide. We are able to track viewing 'hits', providing a credible measure of reach and value for your advertising spend. By selecting the right mix of message options, you can broadcast worldwide, or target your audience at the point of sale. Strengthen your local communication by advertising in up to 14 languages to agents selected by country, city, airport, or even travel agency chain.

### Professional consultancy and support

Amadeus can provide professional guidance and advice on all aspects of planning and implementing your electronic advertising. Your personal Amadeus Advertising consultant will help you create an impact and increase the effectiveness of the campaign through the placement and timing of your advertisements. We will also help integrate your messages with specific pages from your electronic brochure held in the system (Amadeus Information Pages).

### Amadeus Advertising includes the following options:

- > Amadeus Availability Message
- > Amadeus Broadcast Message
- > Amadeus Code Message
- > Amadeus Sign In Message

## How can you use Amadeus Advertising & Communication?

There are four main Amadeus Advertising message options, which can be combined to make sure your advertisement reaches the right people at the right time. To maximise visibility, we place a limit on the number of advertising messages that can be placed on any one screen. These are available on a first-come, first-served basis.

All four message options can be delivered in up to 14 languages – your message will automatically be displayed in the language selected by the agent.

All four message options can also contain a direct reference to your own detailed Amadeus Information Pages. (See overleaf for more details).

	Use it to	Features
<b>Amadeus Availability Message</b>	Place your advertisement on the flight availability screen for any arrival or departure point and date	> 2 line message appears at the top of the neutral flight and car availability display
<b>(Display Message)</b>	<p>Ensure travel agents get your message while they are actually in the process of selecting the travel option</p> <p>Plan campaigns in advance, or respond to more immediate tactical needs</p>	<p>&gt; Minimum booking period: 1 week</p> <p>&gt; Link message to either shopping date or travelling date, with up to 11 months' pre-loading capability</p> <p>&gt; Specify message to appear on any route, by city or country pair, airport, or all arrivals/ departures for a destination</p> <p>&gt; Target agents by country, city or travel agency chain</p> <p>&gt; Viewership can be tracked</p>

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**          **** BANGKOK SPECIAL WITH ETIHAD AIRWAYS ****
**          FOR MORE INFORMATION SEE >GGAIREYNEWS
    
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	Use it to	Features
<b>Amadeus Broadcast Message</b>	Deliver an instantaneous electronic mail shot directly to your target audience via the Amadeus message queue  Reduce direct mail costs  Ensure your message is seen effortlessly by travel agents and airline booking staff	<ul style="list-style-type: none"> <li>&gt; 18 lines of space on screen</li> <li>&gt; Cannot be bypassed or ignored</li> <li>&gt; Target agents by country, city or travel agency chain</li> </ul>

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                MARSEILLE - REUNION RENFORT 2 FREQ B777 HEBDO

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**Strengthen your communication with Amadeus Information Pages**

Amadeus Information Pages are your electronic brochure held within the Amadeus system. They offer a simple, cost-effective way to communicate up-to-the minute information on your company, services, products, prices and policies to travel agents and booking offices worldwide. Features include:

- > From 1 to 999 pages of content held in the Amadeus system
- > Easy to update at any time
- > 14 languages available
- > Quickpath navigation
- > Directly referenced from any Amadeus Advertising message

### **Increase sales**

Trade marketing is an essential driver of sales, and requires the timely delivery of promotional messages, news and information.

For one travel company seeking to smooth out seasonal peaks and troughs in demand, use of Amadeus Availability Message delivered a welcome boost, providing the most efficient and rapid way to get messages to the point of sale. Used regularly, their electronic advertising campaign on the Amadeus system generated additional interest in promotional products and special offers, increasing sales even in the low-season period.

### **Get closer to customers**

The world's largest airlines need to reach a diverse travel trade audience, whose needs and expectations vary enormously.

For this major carrier, the need to differentiate global and local messages was adding to the cost and difficulty of producing TV, trade press and direct mail campaigns. Some potentially important messages did not warrant a high spend, so customers were missing out. The flexibility of Amadeus Sign In Message and Amadeus Availability Message changed all that, making it possible to disseminate information rapidly, cost-effectively and in a non-intrusive way appropriate to the audience. Better informed and up to date agents felt closer to the airline, which translated into better sales.

### **A strategic solution**

Letting travel agencies know about new routes and schedule changes involves significant cost and effort for smaller airlines.

For a regional carrier with a limited communications resource of its own, this was a headache until the distribution director spoke with his Amadeus consultant. The airline began using Amadeus Broadcast Message to send out key information to all agents, targeting by country and city in order to ensure value for the advertising budget. At the same time, Amadeus Availability Message was used to inform agents in advance, about new routes and future timetables. Consultancy was also provided on the timing of publication, helping this carrier develop a more sophisticated and effective strategy for marketing to travel agents.

### Amadeus Advertising delivers:

- > Communication in the ideal context
- > Your message direct to 247,000 agency terminals
- > Multilingual messages inserted at no extra cost
- > Flexible, versatile medium for any advertisement or news item
- > Personalised consultancy
- > Shared experience of what works best in the electronic marketing arena: advice on timing and targeting, how to integrate Amadeus Advertising with conventional marketing activities
- > Guidance on preparing and writing message content
- > Support for evaluating the advertising and communication requirements across your company
- > Loyalty Rewards

### Who can use Amadeus Advertising?

Amadeus Advertising offers a direct and efficient route for any organisation to communicate with travel agents worldwide: from airlines to car rental companies, event promoters, hotel owners and insurance providers.

Amadeus Advertising is already used by dozens of companies, including AccessRail, Aeromexico, Air France, Air Malta, British Airways, Cancun Convention & Visitors Bureau, Cendant Car Rental Group, Eurostar, Iberia, Lufthansa, National Car Rental, Qatar Airways, SATA, SNCF, South African Airways, Turkish Airlines.

How could Amadeus Advertising & Communication increase the impact and reach of your next campaign? Ask your Amadeus consultant now.

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