
PRESS INFORMATION

Launched to Perfection

Product launches present all kinds of complex challenges across the globe. For advertising agencies, their clients demand perfection. This means attention to detail, impressive service standards and a whole lot more.

For example, the key parts of any new car launch program are to stimulate both the journalists, who will write about how good the car is, and the dealerships, who will be selling the car.

Here Martin explains how they managed to successfully launch an incredibly popular new car model for a well know car corporation utilising the services of private air charter company, V-One.

Our brief meant arranging to fly some 2,500 journalists and dealership principals from 23 European airports to Murcia in Spain to test drive the new car over a seven week period.

For us this involved a significant amount of organisation, extensive planning and implementation. It wouldn't have been cost effective or convenient to use scheduled airlines so we chartered a Boeing 737-400 to fly a series of 70 charter flights. We even had the clients logo painted on the tail and fuselage of the aircraft as well as internal branding. The aircraft was also re-configured to provide enhanced comfort and legroom for the passengers. This certainly added something special to the whole experience.

V-One is highly regarded by major automotive companies in Europe for their attention to detail and planning capabilities. I know they've successfully worked for the likes of Volvo, Land Rover, Nissan and Honda for many years. Meeting the business metrics of these large corporations gives you a pretty clear indication of V-One's world-class customer services.

Their reputation for high standards of service is genuinely impressive, and the staff commitment is quite unique. They even offered to place their own staff as Flight Managers on our charter so we would always have somebody available for assistance. We were also given a flight manual that contained a full schedule of event timings, 24-hour contact information, contingency plans plus a whole host of key information. Seriously, the flight synchronisation ran like a military operation!

I've found that V-One have provided a consistent service across all our projects, regardless of the size and schedule pressures, they've delivered every time.

- ends -

Note to editors:

V-One is always spelt V hyphen One and pronounced V1.

For further information please contact:

Tel/Fax: 0161 9983777

Email: pr@v1air.com