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Ryanair, jetBlue, Air New Zealand, Virgin Blue, American and United Launch Innovative Marketing Programs during 2004

Airlines opt for innovative solutions to attract more customers, gain market share and boost revenues rather than rely only on cost cutting and fare discounting.

December 27, 2004, Shorewood, WI. After exhausting the benefits of deeply discounted fares and squeezing the cost side of the income statement for more savings, airlines began to pay attention to more novel methods of improving their financial results. Marketing initiatives occurred all over the world during 2004, reflecting an increased emphasis on using new and innovative marketing solutions.

Ryanair launched the first co-branded credit card that operates as a stand-alone frequent flier program by offering free tickets - - offering an amazing return of 20% in free travel. United Airlines launched a cruise web site allowing members to earn miles on cruise purchases or redeem miles for free travel on 20 cruise lines - - for example, 107,000 miles can purchase a complete Carnival cruise for 2 persons. Air New Zealand jettisoned its traditional reward chart and now allows members to buy reward tickets at the best fares available online.

These findings are based upon a review of innovation in the airline industry by the IdeaWorks Company, which includes a description of 7 unique initiatives launched during 2004. **Troubled Airline Industry Returns to Innovative Marketing Programs during 2004** was released today as a 6-page Industry Analysis. The report is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

About IdeaWorks: IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner-marketing strategies, cost reduction programs and business restructuring. IdeaWorks brings value as a consultant by researching the expectations of the customer, learning from the wisdom of the client organization and applying innovative ideas to create solutions for clients and consumers.

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