

TAKE OFF

FLYING VIKINGS

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Indholdsfortegnelse

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Contact information

Company name: Flying Viking

Phone Number: +45 12345678

Address: Amager Landevej 290, 2770 Kastrup

CVR-number: 1233223

Description of the company and its value proposition

Description

Our company is a sistercompany to Emirates, the travel company. Therefore our company name is Flying Vikings. We choose that name because Denmark is a nordic country and all the Nordic had vikings and that is some of things that get us together. While Emirates is symbolize for being the name of the United States of Arabic.

Value proposition

Gain creators:

- Activities for people who wants to look after airplanes and have some food
- A feeling that you are in an airplanes.

Product & Services:

- Good food for a nice price
- Same concept as the restaurant before, but better food

Pain relievers:

- Good transport possibility (parking, bus, train etc.)
- Close to the airport

Gains:

- Spend time with family
- Looking after airplanes

Pains:

- Overbooked
- Allergies

Customer jobs:

- Order table

The brands USP's and ESP's

USP - Unique Selling Proposition

The competitors will have a problem with copying our concept, because an airplane is very expensive, the location beside CPH Airport is very exclusive and has an amazing view you can't find anywhere else. This means that the concept is very authentic.

ESP - Emotional Selling Proposition

The target group and the competitive position of the company

Our target group

People who like the concept and want an exclusive experience and not necessarily for the food.

Our concept can e.g. be for a romantic date, a lovely family dinner or with some good friends.

Competitive

Our biggest competitors are primarily other restaurants you visit for the experience and not necessarily for the food.

A restaurant you would visit for the experience could be 'Korsbæk on Bakken' You visit Korsbæk for the characters and the place - not for the food. The same is for 'Teaterkælderen' which is a restaurant beside 'Det Ny Teater' or 'Dinner in the sky' where you eat 40-70 meters up in the sky.

Objectives and goals of the communication

Our goal for the service is that we will have guests and not customers. We will treat them as guests who want a special experience with a good meal in an authentic environment. The meals will be served by waiters in steward and stewardess clothes, there will be a welcoming announcement and security instructions, besides that we will have an announcement when a big or special plane is taking off.

Text - message, style and tone of voice

The style of the tone and messages from the restaurant and our company is an informative language and service minded, to have the feeling of flying.

The text should be in a rune-type of text type but NOT translated! But just the use of the design.

What type of pictures or visual elements should be used

We would like to have a logo that symbolizes an airplane and something with a viking. It doesn't have to be a viking, but it could be a helmet, sword.

We imagined a logo, where there is a plane taking off, after the plane it will say 'Flying Viking' in a rune-type.

For the restaurant we like a sign that looks like an airport sign, and again the rune-type.

The menu card could be designed as an information board at the airport

When you make a reservation the guests should receive a boarding card on their email with:

Time + Date

Class + Seat/Table

Name of Family

Its an normal airplane we bought, but inside we have taken some of the seats out, and turned some of them around, with a table between the seats, so its remind of a train.

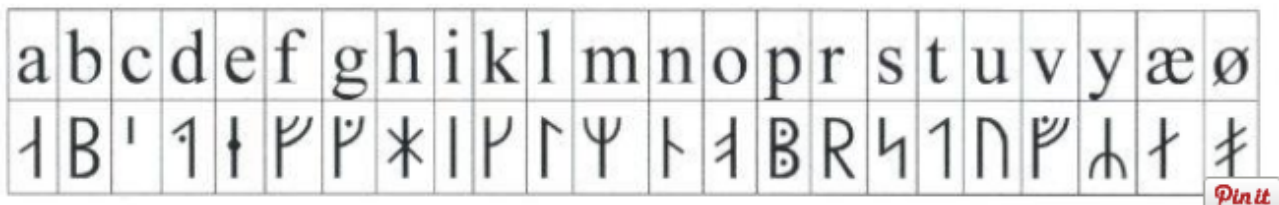
There is three different class, so at first class there should only be 2 tables with 6 seats for each table and 2 tables with 4 seats and 2 tables with 2 seats. And a couch lounge were they can get a welcoming drink.

At economic class there is 18 tables with 2-6 seats, and therefore less space to move around on.

At the business class there is 12 tables with 2-6 seats.

Extra

If there is anything else that might help the creative team?



Eat Better



Emirates BUSINESS CLASS **Emirates**

BTAKKOPHMITS.AJDLFPTK

PASSENGER NAME
Ansh

FROM	CLASS	FLIGHT	DATE	DEPARTS
DUBAI (DXB)	1	EX0415	30 JUNE	5 PM

TO
TEE & PUTT - MINI GOLF (WAR MALL, DUBAI)

ZONE	ROW	DATE	BOARDING TIME	SEAT
A	004	12	4.45 PM	5B

RSVP BY 22ND JUNE

YOU'RE INVITED TO
FLY OVER FOR
ANAYEL'S 7TH
BIRTHDAY BASH



Take Off



Flying Vikings