

Flight Network's rebrand takes off



Flight Network is reminding consumers to “Search no Further” for travel deals with a re-designed logo, [site](#) and newly launched Price Drop Protection program.

After extensive research and consumer polling, Flight Network came to understand what their consumers, 25 to 54 year old smart-spenders skewing female, are concerned about when searching for flight deals, Gail Rivett, CMO, Flight Network tells *MiC*.

“We found that online travelers have a few pain points. They are always wondering where to get the best deal,” says Rivett. “There are so many options in terms of online travel agents and there is the uncertainty of ‘did I get the best experience?’ and that is where our tagline of ‘Search no Further’ comes in.”

The online travel agencies re-branded look is driven by online and offline promotional efforts carried out with media by Vizeum and Leo Burnett on the creative.

The multi-platform campaign includes print ads in the Toronto Star, Calgary Herald and Edmonton Journal, 30-second radio spots on Astral, Rogers, Corus and Chum as well as digital and standard billboards in provinces across Canada. Additionally, online elements such as rich media units and homepage takeover on sites including Yahoo!, Trip Advisor and MSN.ca will continue to promote the new brand messaging.

Humorous advertisements for the brand's new Price Drop Protection program, where customers can change their flight if a better priced deal is offered before they travel, were created to hone in on the concerns that people have when booking tickets, says Rivett.

“For example, when [a customer] has booked their plane ticket and they later find out that the person sitting next to them paid less,” she adds. “And so one of our campaign slogans says, ‘there is always that guy that paid less for their flight, be that guy’. It’s very tongue-in-cheek, bold, straight ahead and reflects who we are.”

Within the next two weeks, Flight Network plans to take part in a spontaneous event that will play on the Price Drop Protection program. While Rivett would not comment on what exactly it would entail, she did say they will play off the element of price drops and have fun with the issues consumers face around constantly changing fares.

Tags: [Flight Network](#), [Leo Burnett](#), [rebrand](#), [Vizeum](#)

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