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## **FlightNetwork.com Boldly Tells Canadian Consumers to ‘Search No Further’** Company Rebrands, Revises Tagline and Launches First National Ad Campaign

**TORONTO, ON** - July 11, 2011 - [FlightNetwork.com](http://FlightNetwork.com), one of Canada's leaders in online travel, today announced they have rebranded their corporate identity and are launching their first National ad campaign through radio, newspapers, online, social media, out of home and ambient.

FlightNetwork.com tapped Toronto-based Leo Burnett for their branding initiative, with a mandate to reflect the company's evolution from start-up to Canada's second largest online travel agency<sup>1</sup>.

The contemporary and clean new FlightNetwork.com logo is bold and progressive which reflects the company's relentless pursuit to offer their customers a streamlined and 'worry free' online flight booking experience.

The updated logo also carries FlightNetwork.com's new tagline 'search no further' that boldly tells consumers they don't need to spend time searching multiple online travel sites to get the best airfare prices. 'Search no further' speaks directly to cost conscious consumers saying they only need to visit FlightNetwork.com to book airfares worry free, knowing that they have purchased at the best price possible or will be credited the difference through the company's new Price Drop Protection program.<sup>2</sup>

Additional branding elements include the new [Price Drop Protection](#) program logo that will be used on the company website and throughout the many online and offline mediums leveraged for the national ad campaign.

### **Rebranding:**



"We've won a loyal base of customers by 'delivering the goods' on the best selection of airfares and the lowest prices online," said Gail Rivett, Chief Marketing Officer of FlightNetwork.com. "Now we'll reach out to millions of new customers with an original and humorous, national ad campaign that reflects our personality of innovation in the Canadian travel marketplace."

### **National Ad Campaign:**

FlightNetwork.com called on Leo Burnett in collaboration with Vizeum to develop the ad campaign for the national media buy. The company will launch its first major ad campaign to coincide with the release of their Price Drop Protection plan starting on July 11th, 2011.

### **Components of the Campaign:**

Newspaper:  
Targeting the Toronto Star, Calgary Herald, Edmonton Journal, Vancouver Province, and Montreal Gazette.

Radio:  
:30 spots airing on Astral, Rogers, Corus and Chum radio stations in Toronto, Calgary, Edmonton, Vancouver and Montreal.

Out of Home (OOH):

Digital and standard billboards in Toronto, Calgary, Edmonton and Vancouver.

Online:

Media will include rich media ad units, homepage takeovers, as well as vokens that will let users have active fun with price drops. These will appear on Yahoo!, Trip Advisor, MSN.ca, The Weather Network, and Casale Ad Network.

Facebook:

The company will offer Facebook fans an opportunity to win daily Price Drop prizes and be entered for a Price Drop jackpot as part of a two week, \$1000 Price Drop Protection giveaway. At just over 51,000 fans, FlightNetwork.com's Facebook page has one of the largest Facebook travel communities in Canada.

Ambient:

FlightNetwork.com will be "Price Dropping" consumers with a large, spontaneous event to demonstrate the power of the Price Drop within the next two weeks.

All rebranding, marketing and promotional campaigns will be backed up with an ongoing media relations campaign by FlightNetwork.com's PR agency of record, Pointman Public Relations.

The value of the campaigns were not released.

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#### **About FlightNetwork.com ([www.flightnetwork.com](http://www.flightnetwork.com))**

As one of Canada's leaders in online travel, FlightNetwork.com delivers the lowest airfares from the top [airlines](#) by offering consumers access to over 2 million bulk rates negotiated with major airlines. Its proprietary flight booking engine offers last second booking and the exclusive ability to 'mix and match' fares – the only Canadian online travel agency that allows booking on different airlines for departure and return [flights](#) to get the lowest fares possible. Backing up Flight Network's award winning online service are over 120 insightful travel specialists in the FlightNetwork.com call centre.

A trusted travel partner, FlightNetwork.com powers flight and travel search results to MSN.ca's large and diverse online audience.

FlightNetwork.com CEO Naman Budhdeo was recently named to the 2010 top 40 under 40 awards, presented by The Globe and Mail and The Caldwell Partners. The awards recognize the leadership, vision and achievement of Canada's young leaders.

FlightNetwork.com was recently named to the 23rd annual PROFIT 200 ranking of Canada's Fastest Growing Companies by PROFIT Magazine.

<sup>1</sup> FlightNetwork.com has a current Canadian online travel agency market share of 6.08% (based on June 11<sup>th</sup> Tnooz rankings).

#### **<sup>2</sup> About Price Drop Protection**

The Price Drop Protection plan is a unique, free program, exclusive to FlightNetwork.com customers on all economy flights. Price Drop Protection allows consumers to track price drops after they buy and, when a price drop occurs, lock in the savings.