

# Faring well through good value - and strong messages

## National Newspapers of Ireland Feature

WHEREVER you find yourself reading this, you can be fairly sure that two things are happening. First, somebody somewhere is booking a flight with Ryanair. And second, somebody somewhere is designing an ad for Ryanair - and it's probably an eye-catcher.

The rise and rise of Ryanair, to the point where the name has become almost a generic term for low-cost getaways, is reflected in the company's high-profile and often controversial advertising template. Brash, unapologetic, attention-grabbing - and successful.

Success may be at a premium in the airline business right now, but in an age when people are only too willing to shed some of life's frills in order to eke out extra value, the low-cost model is carrying all before it.

Strangely, though, for an Irish airline, it's the company's away form that is currently providing the most joy.

"Ryanair is on course to grow by 15% this year, but all of this growth will be outside of Ireland," says Stephen McNamara, Ryanair's head of communications. "Things are going really well and in spite of the recession our strong growth pattern is continuing as passengers look for greater value in terms of the destination and the airline they travel with."

"In the Irish market there is a serious political issue in relation to the tourist tax," he says. "The tax is impacting quite heavily on passenger numbers to and from Ireland, and we've recently focused on that issue in our advertising."



"We put our marketing budget where it has the most impact - for us that's newspapers," says Ryanair's Stephen McNamara.

Appearing in a Ryanair ad is unlikely to feature on the wish-list of your average public figure and the latest execution - depicting Messrs Cowen and Lenihan as Laurel and Hardy - was a typically forthright example.

"We want to raise awareness of what this tourist tax is doing to Irish tourism," says McNamara. "Ryanair is relatively unaffected as we can grow our business elsewhere, but the implication for Irish jobs, tourism and the economy is grave. So our ad set out to highlight that."

### Straight to the point

Love or hate their approach to advertising, there's no doubt that Ryanair get straight to the point.

"Over the years we have established a very clear look and tone with our ads

and that's important for the brand," says McNamara. "The beauty of our newspaper advertising in particular is that they always carry our core message of low fares, but they can also adapt to whatever issue is hot at the time."

Indeed, in recent months the airline has gleefully highlighted its stance on a range of topics including the Lisbon referendum, jobs and cost-cutting at rival carrier Aer Lingus and, most recently, the expenses scandal.

The latter, according to Stephen McNamara, demonstrated why Ryanair places most of its advertising on the pages of national newspapers rather than in other media.

"The John O'Donoghue scandal was just beginning to come to a head and some of the weekend newspapers had exposed new details about what was going on," he recalls.

"We had an ad booked in a national newspaper for the Tuesday but we decided we would change tack and run with the expenses issue. So on the Monday we came to work, changed the ad and ran it on the Tuesday with a message about how politicians could save taxpayers' money by flying with us."

"We got fantastic pick-up as a result, including mentions on the Joe Duffy and Gerry Ryan shows," says McNamara. "So in terms of effectiveness that was another really good result."

"That flexibility of newspaper advertising is a huge factor for us," he says. "No other medium can really offer that. Press advertising has always worked for us, it allows us to be very creative and it gets straight to our target market in a way that's impactful and offers value for money."

With value such an integral part of the Ryanair

customer proposition, it comes as no surprise to learn that the company is equally demanding of value when it comes to advertising.

"Our ad budget has always been relatively modest so we try to get as much value as possible out of the money we spend," says McNamara. "We negotiate hard on rates and we put our money where it will have the most impact - for us that's in newspapers."

Typically, Ryanair's head of communications is bullish on the subject of the future.

"Next year is going to be another great one for us," says McNamara. "We'll continue to drive down our fares so in the short term we'll take a hit on our yield, but in the longer term it means that more people will fly Ryanair."

If they do, you'll read about it.

CITY	JOHN O'DONOGHUE FARE	RYANAIR FARE	SAVING
EDINBURGH	€159	€10	94%
LONDON	€705	€10	99%
PARIS	€1371	€10	99%
PRAGUE	€774	€10	99%

RYANAIR SAYS VOTE 'YES TO EUROPE' ON FRIDAY

- ✓ A YES VOTE WILL KEEP IRELAND'S EU COMMISSIONER
- ✓ A YES VOTE WILL KEEP IRELAND'S VETO OVER OUR TAXES
- ✓ A YES VOTE WILL P\*SS OFF SINN FÉIN, JOE HIGGINS & DECLAN GANLEY

DON'T BE MISLED BY LOSERS ON FRIDAY VOTE 'YES TO EUROPE' RYANAIR

Vote Yes to Europe

A distinctive look and tone are key components of Ryanair's press advertising template.

## IN BRIEF

### Readership gains for Sunday newspapers

THE tradition of picking up the Sunday papers is stronger than ever in Ireland, with latest readership figures showing that more than 70% of 35-44 year-olds and more than three-quarters of those aged 65 or more now read a Sunday title.

The figures, taken from the most recent Joint National Readership Survey (JNRS), also show that more people in rural areas (75%) read a Sunday newspaper than those in urban areas (68%). Interestingly, a massive 83% of people who own stocks and shares also claim to regularly read a Sunday title.

"Ireland is a newspaper-mad country and the latest JNRS figures really highlight the huge percentage of the population for whom the ritual of the Sunday newspaper is an integral part of their weekend," said Frank Cullen of National Newspapers of Ireland.

"Publishers have invested in a staggering variety of colour supplements, sections and magazines, ensuring that the average Sunday newspaper has something of interest to all kinds of readers," Mr Cullen added.

### "Reading makes you happy" says German report

A REPORT designed to highlight the value of magazine advertising has found that more than 55% of people prefer reading on paper compared with reading on a screen, while four out of 10 of those surveyed also said that reading helps them to relax.

The report, produced by the German Print Wirkt ('Print Works') campaign, also found that people attach more value (33%) to news that appears in print than to news - even the same story - that appears on television (20%) or the internet (10%).

Sure to be of particular interest to advertisers, the report also highlighted some of the strengths of the print medium including its capacity to target, its mobility and the fact that "print equals paid content".