

AIRLINES REPORTING CORPORATION

Marketing and Public Relations Advice and Counsel For Airline-Owned Financial Services Company

The Airlines Reporting Corporation (ARC), a \$75 billion airline-owned financial services company, uses Global Communicators for marketing and public relations advice and counsel with respect to its Interactive Agent Reporting system and overall corporate positioning.

ARC facilitates the airline ticket distribution system in the United States, Puerto Rico, and the U.S. Virgin Islands by providing a standardized reporting and settlement system and other related services.

While airlines have their own distribution mechanisms in place for direct sales to the traveling public, ARC focuses on the indirect distribution channels represented primarily by retail and corporate travel agencies and corporate travel departments.

This vast industry encompasses more than 44,000 agency locations selling on behalf of approximately 145 airlines and railroads. Using increasingly sophisticated electronic systems for ticket distribution, reporting and remittance, these points of sale are responsible for air and rail sales in excess of \$75 billion per year.



While virtually all of the "mega" and larger travel agencies participate in ARC's electronic sales reporting system, many smaller and mid-size agencies across the U.S. still rely on paper reporting systems. Global Communicators was assigned the task of designing a marketing blueprint for planning and implementation of a



campaign to convince the smaller agencies to join the electronic system, with resulting savings to the agencies and ARC. GC conducted a thorough audit that included interviews with ARC executives at the headquarters in Arlington, Virginia, and at the deployment center in Tampa, Florida. GC professionals conducted informal interviews with smaller travel agents at an ASTA regional meeting in Bermuda, and among individual agents. Plog Research was commissioned to conduct a scientific survey of targeted agents to determine how best to position the marketing campaign.

GC designed a program for reintroducing an enhanced Interactive Agent Reporting system with an emphasis on added benefits for small and mid-size agencies. This "new new thing" was introduced through a fall 2000 launch at the ASTA World Travel Congress in Las Vegas, followed by a coordinated direct mail, advertising, and media campaign.

Following September 11th, GC counseled ARC on developing a five-point program to support travel agencies affected by the terrorist attacks.