

All Nippon Airways Co., Ltd.

ANA is a leading Japanese provider of air transportation services with the highest priorities on service and safe operations. ANA operates as one of the world's largest airlines, serving 124 domestic Japanese routes with 910 daily flights and 39 international and regional routes to 10 countries in Asia, Europe and North America.

Objective

ANA aimed to attract a younger, more leisure based audience in North America who followed Japanese culture.

Solution

In addition to creating a Facebook Page to acquire interested users for ongoing messaging opportunities, ANA used a creative grouping of keywords to target advertising to users specifically interested in traveling and Japanese culture.



“To date, Facebook has been our best performing ad campaign online. It’s hard to beat the low cost of participation and uniquely engaged audience.”

—Damion R. Martin, PR & Marketing

Results

Average campaigns for ANA result in CTR of 8 - 12%. Facebook Ads resulted in a 25% CTR.

Conversions resulted in positive ROI which is unique for ANA considering their product is not an impulse purchase for most people and Japan is not traditionally seen as a leisure destination.