


How **TREASURE ICELAND** replaced tablets with healthy and clever activation

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 **KIDZ branding**
Family focused brand activation



It's no secret that a long flight can be a bit boring – especially for kids. Icelandair wanted to help traveling families have a better journey without relying on digital tools such as tablets and smartphones. The result was a package of physical games and activity books for children in the age range of 6 – 12 years old.

From strategy to implementation

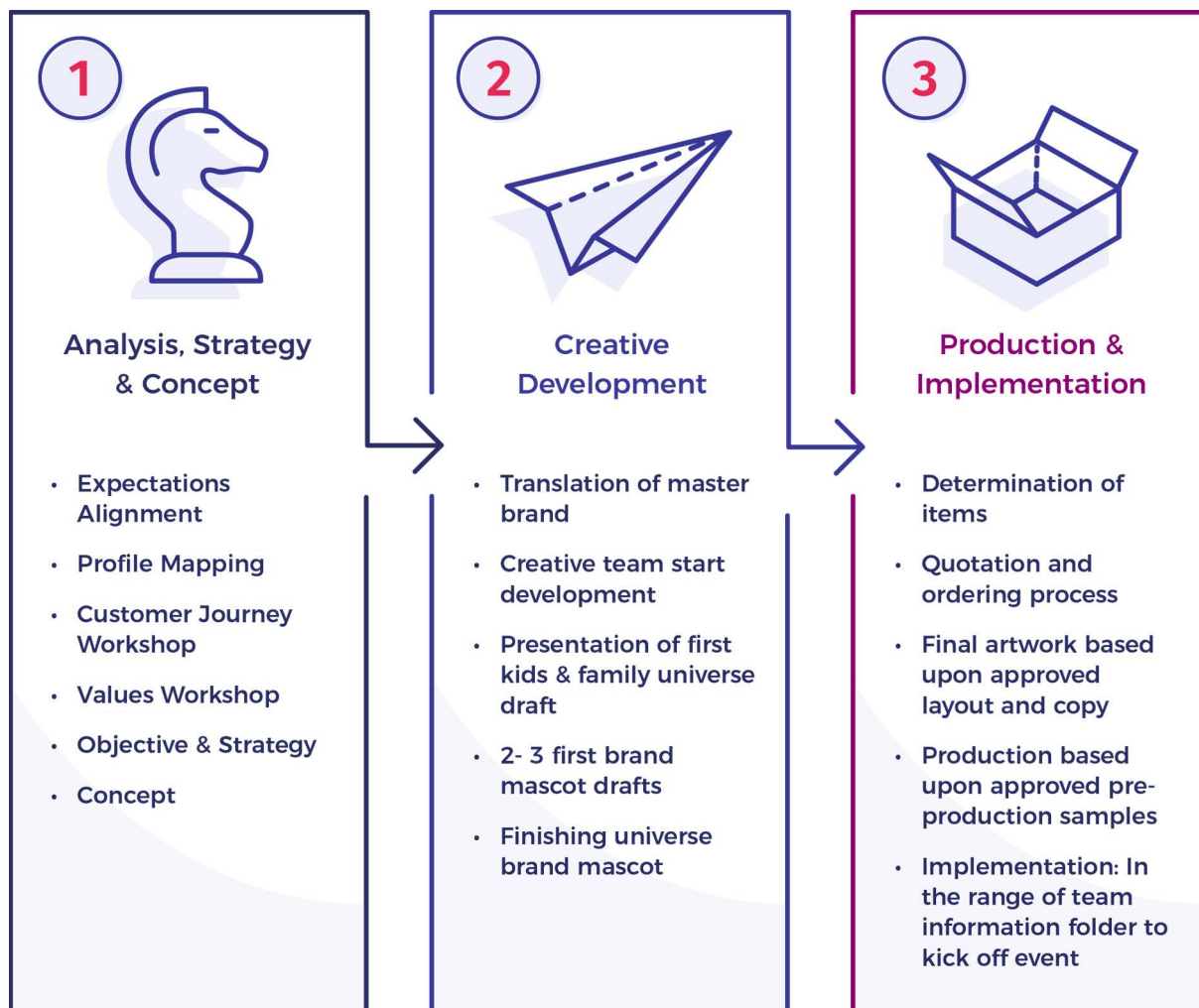
Icelandair is the flag carrier airline of Iceland, headquartered at Keflavík International Airport near the capital city Reykjavik. It is part of the Icelandair Group and operates to destinations on both sides of the Atlantic Ocean from its main hub at Keflavík International Airport.

Due to Iceland's geographical location, the airline is convenient for one-stop transatlantic flights. Their average passengers are typically in for a long journey across the Atlantic Ocean - and when traveling with children or tweens, entertainment is important during the many hours on the flight. When we got in touch with Icelandair, their demands were clear.

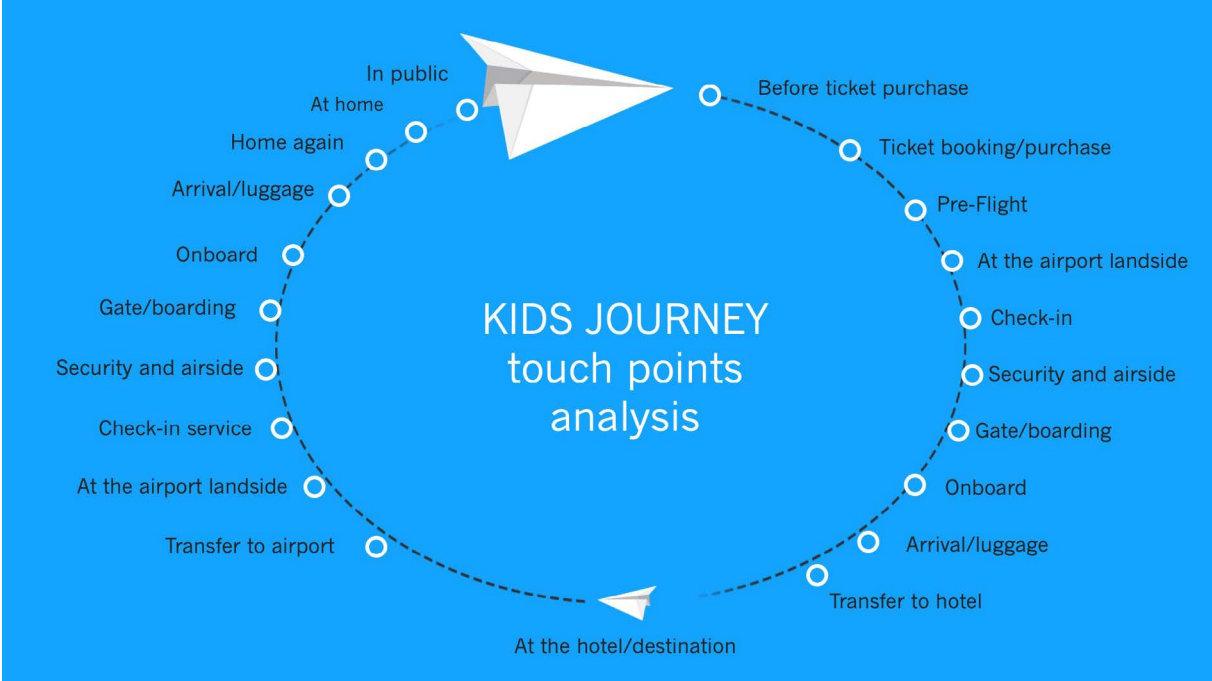
They wanted to

- Improve the customer experience for high involvement passengers through families
- Create awareness of Icelandair being a family friendly airline
- Create awareness of Iceland being a family friendly destination
- Have more families making stopovers in Iceland
- Increase pax onboard Icelandair and tourism in Iceland
- Strengthen the overall branding of Icelandair

At KIDZbranding the workprocess is divided into 3 phases as we work towards our client with a stage/gate approach. This was also how we worked with Icelandair and TREASURE ICELAND.



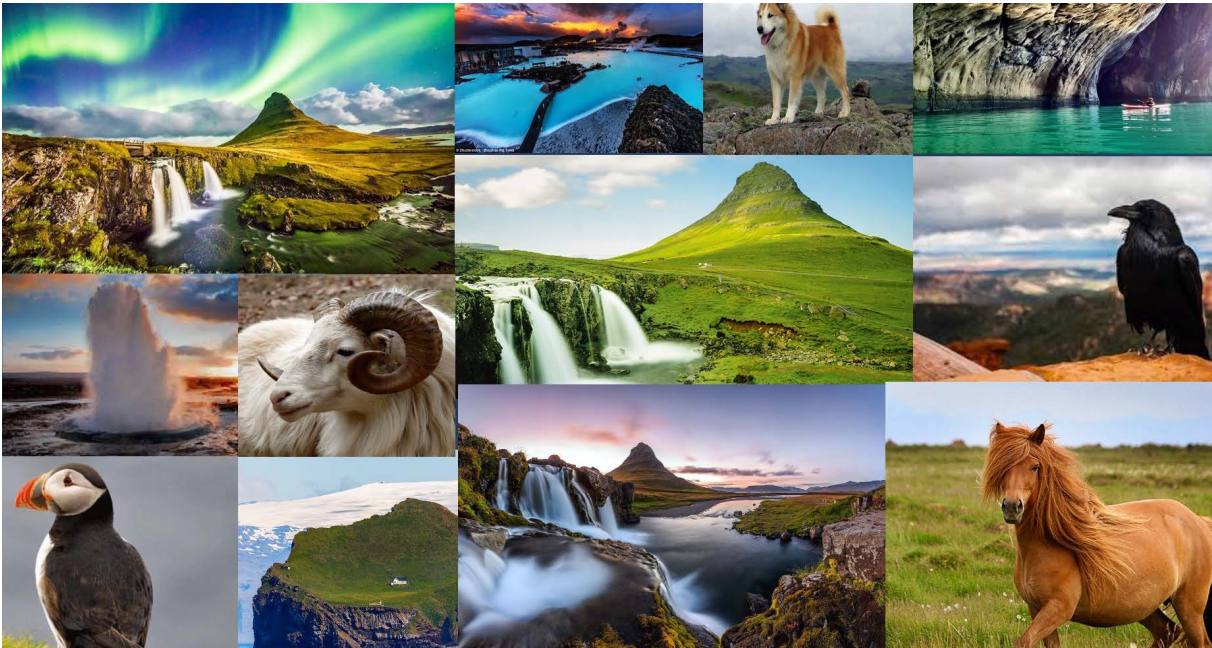
To learn more about Icelandair, we analyzed the airline's background and their current range of entertainment on board. First task was to create a 360-degree contact point analysis for traveling families.



We developed a strategy and concept for an entertainment program, where an exclusive kids' concept would secure and manifest Icelandair's position in the market by:

- Consolidate number of sold tickets among high involvement passengers
- Develop and increase brand perception and loyalty for Icelandair among adults and children with a communication package aimed directly at children

When the concept began to take shape, we named it TREASURE ICELAND – an exotic name for a northern island. But instead of the classic image of a treasure island in the Pacific Ocean invaded by pirates, we wanted to expose the Icelandic wildlife with different characters, the volcanic landscape, and the traditions of storytelling and myths.



The purpose was to take the child passengers out on a treasure hunt in Iceland, while being on board on the flight.

The look'n feel was made to represent the colors and nuances of Iceland and enchanting northern lights. The characters would welcome and embrace the kids, and together they would explore the many treasures of Iceland.

Creative Development

Introducing 5 friends for kids in TREASURE ICELAND





In the end the TREASURE ICELAND package represented variations of fun activities for both genders in the age variation 3 – 12 years old. The package contained among other things activity books and coloring pencils, a magic sticker set, sleeping mask, memory game and headphones to the entertainment systems in the seats. All encapsulated in the TREASURE ICELAND universe.

The TREASURE ICELAND package has been a great success for Icelandair and has added entertainment value for their young guests during the flight, stopovers and after.

“We wanted to create something that would include entertainment value, educational value, a connection to Iceland, and also products that would enable interaction between children, their siblings, and parents. The team at KIDZbranding did a superb job by setting up focus groups, getting feedback from kids, and learning about Iceland and its culture. Likewise, their job in sourcing the materials was a perfect match with our sustainability- and responsibility goals. Even though the concept TREASURE ICELAND was created several years ago, it’s still in our range and has since been evolving.”

ÍRIS ANNA GROENEWEG
Manager in Onboard Services & Procurement

We have collaborated with Icelandair for several years, and the relationship has evolved from client based relationship, to a highly treasured partnership. To this day the collaboration is still evolving with healthy and clever activation for traveling kids in mind.

Implementation On Board Activities



