

Porter Airlines Case Study



Background

Porter is a Toronto-based airline geared to both weekend and savvy business travelers. Porter is positioned as the efficient and innovative alternative to traditional airlines for shorter routes



Challenge:

Build consideration of Porter Airlines amongst frequent business travelers based in the Toronto market

Captivate Solution

Porter partnered with Captivate for a 12 week, Toronto market campaign.

- Garnered over 800,000 weekly impressions reaching over 40,000 frequent business travelers daily
- Leveraged multiple creative executions, focused on specific city destinations

Results

- **8** out of every **10** viewers recalled the campaign message.
- **94 %** of Porters primary target (Frequent Business Travelers) recalled the message
- **More than half** of viewers that recalled the ad indicated that they visited the Porter website

