



Case Study

Embraer: The Profit Hunter.



Links to view

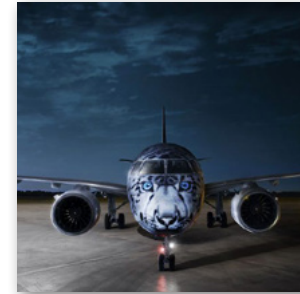
Embraer TV Farnborough:	https://www.youtube.com/watch?v=hqvRYbJwxgM&list=PLjxBXplsqJxwJw2orGV3WjhzGo-jEHgnA
Embraer VR:	https://www.youtube.com/watch?v=iTYuOpG2KTE
Embraer VR:	https://www.youtube.com/watch?v=c351kc7KI5M
Incredible Journeys 1:	https://www.youtube.com/watch?v=7yEGpzqwfWM&t=114s
Incredible Journeys 2:	https://www.youtube.com/watch?v=t6wy-MjN36s
Incredible Journeys 3:	https://www.youtube.com/watch?v=INNjUcJVnOo
Incredible Journeys 4:	https://www.youtube.com/watch?v=lkHOnM3HKzw&feature=youtu.be
Incredible Journeys 5:	https://vimeo.com/gravitylondon/review/332651344/892ccd3049
Painting the Shark:	https://www.youtube.com/watch?v=-LyMvKV-fQE
Painting the Snow Leopard:	https://www.youtube.com/watch?v=-6aqJN1QIYo
TechLion:	https://www.youtube.com/watch?v=5TAZRH-KY-4
TechLion Augmented Reality:	https://www.youtube.com/watch?v=JltOVSBud2U
Air Sights Paris:	https://www.youtube.com/watch?v=LUzNggpeSkE
Fin Digital:	https://vimeo.com/gravitylondon/review/278299435/998bc7cac0
Data Forest:	https://www.youtube.com/watch?time_continue=1&v=raK76p_i60k



Summary

The new 2018 Embraer '**Profit Hunter**' multichannel campaign has given the brand new levels of fame from the largest markets of the US to one of the smallest islands in the Pacific, Kiribati, where the locals literally queued to see the new aircraft with the incredible campaign nose cone art.

Employing striking imagery, its brave and disruptive deployment across all channels set new records across all KPIs. This campaign has significantly outperformed the last, achieving close to double the reach, improving engagement by 60% YoY and all without an increase in budget!



Campaign highlights 2018/19:

- Record Sales – **\$15.3Bn** in 2018
- **73%** increase YoY in brand mentions totaling **497,921**
- Engagement increased **60%** YoY
- Audience reach up from 8.8 Bn to **16.1 Bn**, hitting front pages of CNN and Fox
- Positive brand net sentiment up from 47% in 2017 to **84%** in 2018
- Achieved **93%** positive net sentiment for Ejets – highest recorded net sentiment, outperforming Airbus and Boeing
- **67%** increase in likes YoY
- **62%** increase in 'Earned' posts YoY
- **74%** increase in comments YoY
- Growth as a global brand with increases across all regions in impressions: Americas **+37%**, Europe **+109%**, Africa **+1073%**, Asia-Pacific **+60%**
- **Achieved Business Superbrand status**





Commercial Aviation

Embraer at the Farnborough Airshow 2018



The Farnborough Airshow is one of the biggest, most important, airshows across the globe and the largest of its kind in 2018.

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E2 Progress Report

[Find out more](#)

FleetSmart

Commercial aviation is growing at an incredible rate and this growth, while beneficial, poses challenges for operators. To overcome these challenges, we have created FleetSmart – a comprehensive range of fleet

MacBook Pro

Strategy

It's a real challenge to win the attention of the global audience of airlines from around the world, particularly as the industry is dominated by two giants – Boeing and Airbus. Even with an incredible product, standing out, getting noticed and having your argument heard and seriously considered takes an incredible – 'BHAG' (Big Hairy Audacious Goal).

Embraer set out to transform its perception as a regional aircraft manufacturer known in the US and Latin American markets to be perceived as a global manufacturer of the most efficient aircraft in the world.

Gravity's BHAG was not just to show Embraer taking part in the industry conversation but to dominate through the power of creativity and to do this on a global scale

The campaign needed to work internationally, building on Embraer's awareness in its established markets and helping the brand enter new markets in the Asia-Pac region.

We created an integrated campaign that utilised events at and around air shows, viral video, VR and AR, animated OOH, Print, Social Casts and Social Media.

Gravity research indicated the key issue occupying airline management is how to generate profit in this fiercely competitive industry with ticket prices under immense price pressure.

In response, Gravity created personas for the audience and the aircraft. Renaming the E2-190 and E2-E195 (not memorable) as the 'Profit Hunter' reflected the proposition (most efficient/profitable) and the target market's needs (profit).

The 'big idea' was to use hand-painted predators from the natural world on nose cones to attract attention and reflect efficiency and profit making.

The Farnborough International Airshow July 2018, the showcase for new aviation products and services, was chosen as the stage from which to launch.

Our challenge was to 'own' the Farnborough Airshow and make the campaign relevant to new, growing markets in Asia-Pacific.

As well as reflecting the predatory theme, we needed to highlight features in the cockpit and cabin; the cabin has a unique two seat configuration in all classes, so 'no dreaded middle seat', and promote key innovations in aircraft connectivity. Gravity positioned these features as 'sensory innovations'. To emphasise the sensory characteristics of the aircraft, we created sensory event experiences using AR and VR to showcase technological innovations.

The Shark was chosen because of its predatory and sensory prowess – characteristics that perfectly matched the Profit Hunter's technology, and relevant to the Asia-Pacific tour.

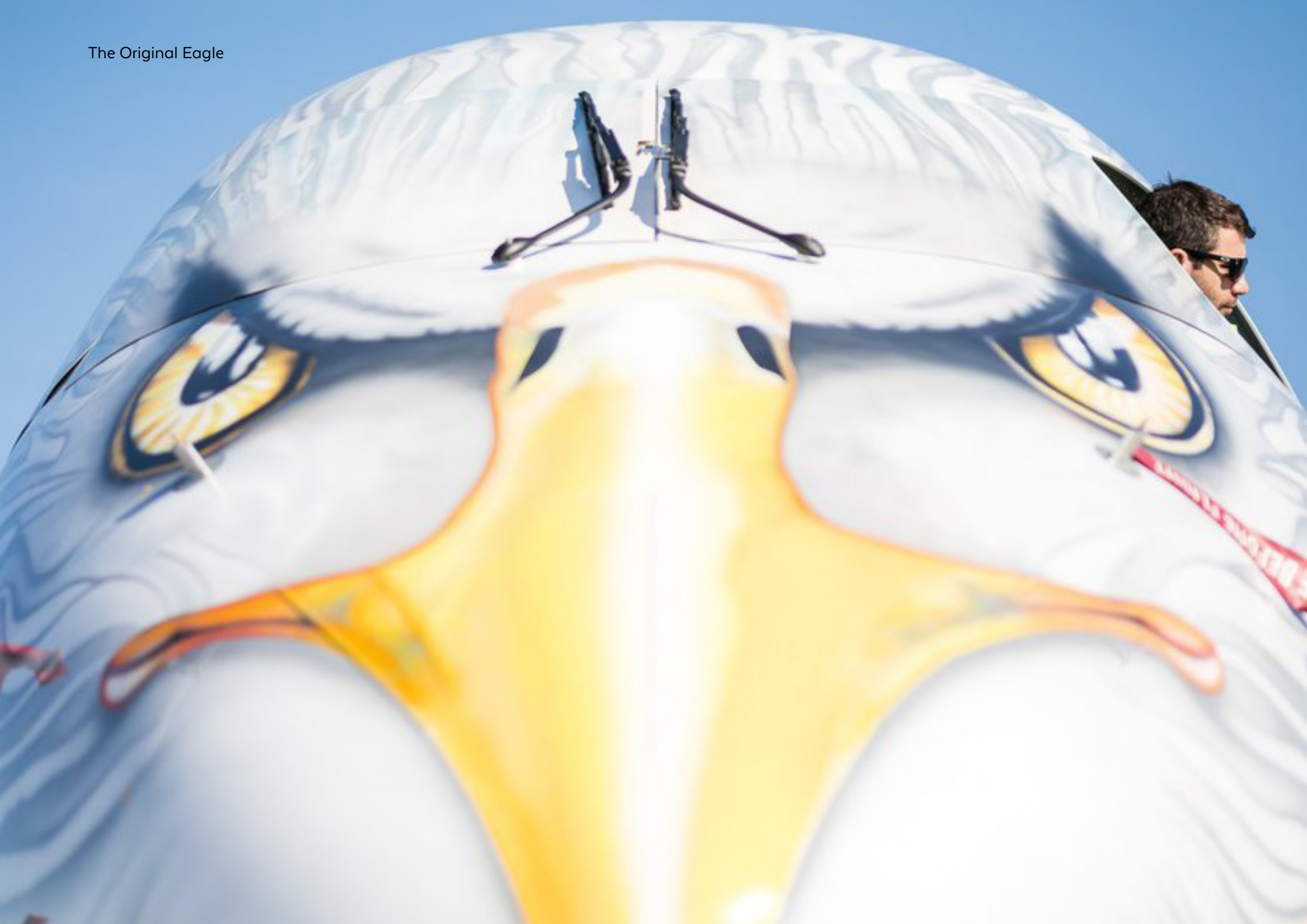
The 'attacking shark' creative required real bravery because, although it stood out, there were concerns it was too aggressive. Despite this, it was hugely positively received, dominating the Farnborough Air Show, being picked up by the world's leading media including CNN and Fox News, achieving sales of \$15.3 Bn and creating queues to see and be photographed with the aircraft.

This campaign works because the work is extremely brave and bold. And although there was real concern the imagery was pushing boundaries too far, it paid off. The activity doubled audience reach, increased engagement by 74% YoY and achieved 94% record positive net sentiment – overtaking all competitor aircraft. It's now the airline world's favourite!



The Previous Painted Planes

The Original Eagle



The Singapore Airshow Tiger



Farnborough and Beyond

The NEW Painted Planes

The Shark



The Snow Leopard



About the Brand

Embraer, a Brazilian company, are a world leader in design & manufacturing of aircraft in 70-150 seat segment (known as regional jets), fighting for share with the likes of Boeing, Airbus and challengers including Sukhoi and Mitsubishi.

Stakes are high; Embraer predict that demand for 70-150 seat commercial aircraft will reach 6,400 new jets within 20 years, a \$300 Bn market. Competition is intense, with competitors making identical claims. Embraer has developed 3 new next generation aircraft called E-Jets – E2-E195, E2-E190 and E2-E175 with two now in service with airlines.

Objectives of the Campaign

- Lead aviation headlines during Farnborough 2018 and beyond.
- Beat previous campaign results by **10%**.
- Close gap on Positive Brand Sentiment with Boeing and Airbus.
- Increase global reach and brand awareness by maximizing media opportunities across paid, owned and earned on same budget as previous year.
- Ensure prospects visit the aircraft during sales tour.



Results

- Record sales of **\$15.3Bn**.
- Growth as a global brand with increases across all regions in impressions: Americas **+37%**, Europe **+109%**, Africas **+1073%**, Asia-Pacific **+60%**.
- Dominated the media. Audience reach up from 8.8 Bn to **16.1 Bn**, hitting front pages of CNN and Fox.
- Completely outperformed across all KPIs.
- Doubled reach.
- Tour generated long queues to see the Shark Profit Hunter.
- **73%** increase YoY in brand mentions totaling **497,921**.
- Engagement increased **60%** YoY.
- Positive brand net sentiment up from 47% in 2017 to **84%** in 2018.
- Achieved **93%** positive net sentiment for Ejets – highest recorded net sentiment, outperforming Airbus and Boeing.
- **67%** increase in likes YoY.
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- **74%** increase in comments YoY.



Target Audience

The C-suite, operators of 70 airlines across 50 countries in existing and new markets including leasing companies, analysts and the media.



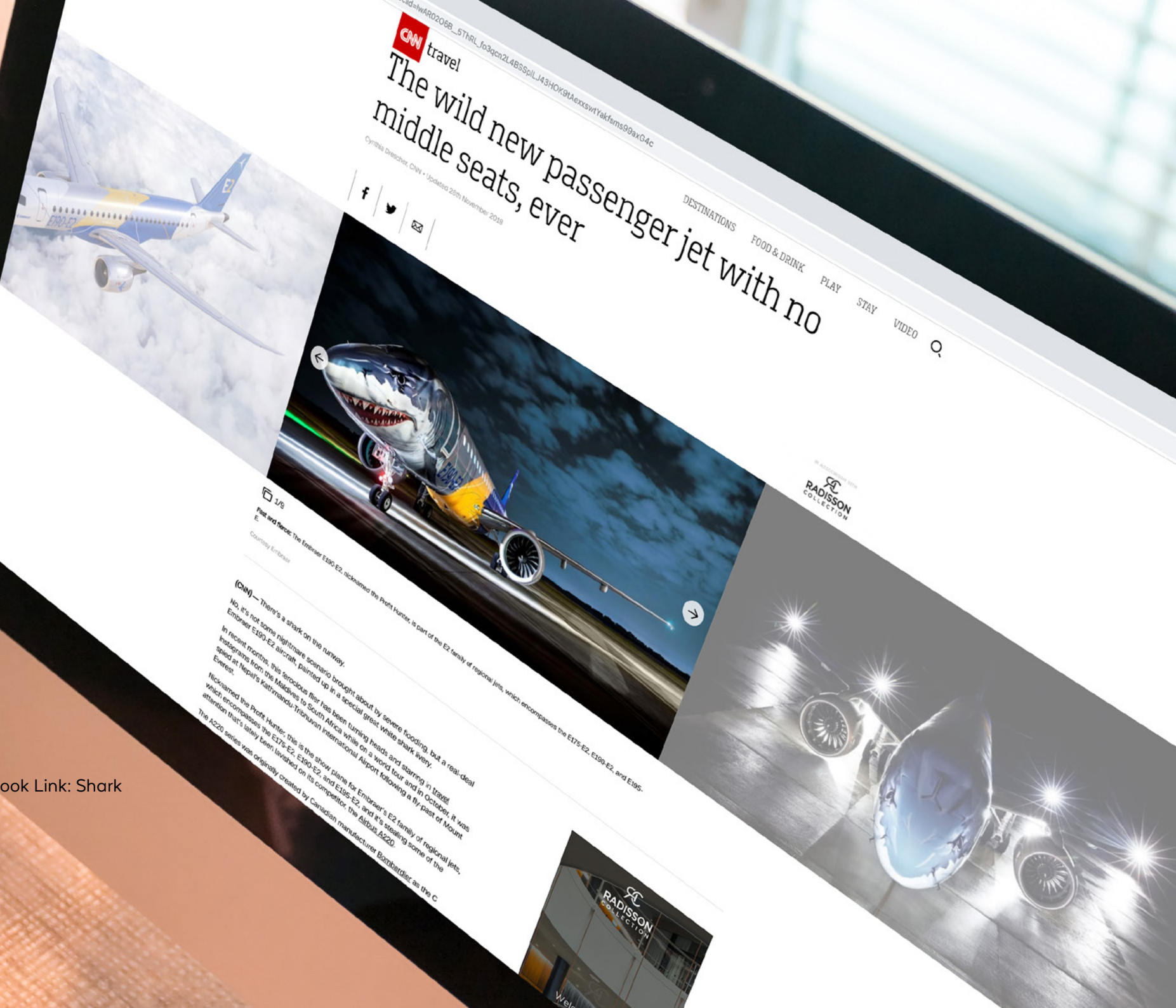
Media, channels and techniques used

- Painting the '**Profit Hunter**' aircraft in Shark livery.
- Press, online display and paid social advertising.
- Paid and organic social posts.
- Animated outdoor display at airports/events.
- Twitter, LinkedIn and YouTube Communications.
- Embraer TV streamed live on social media.
- Blogs from Embraer and Aviation bloggers.
- VR experience of flying the Profit Hunter.
- AR to demonstrate the sensory technology on the aircraft.
- Produced a new Market Outlook report – Market forecast, challenges and opportunities for the next 20 years (digital and print versions).
- Created a short film series: 'Incredible Journeys.'
- Customer events.

Social Media

Social: Facebook: Shark





The wild new passenger jet with no middle seats, ever

CNN travel
Cynthia Drescher, CNN • Updated 28th November 2018

DESTINATIONS
FOOD & DRINK
PLAY
STAY
VIDEO



1/8

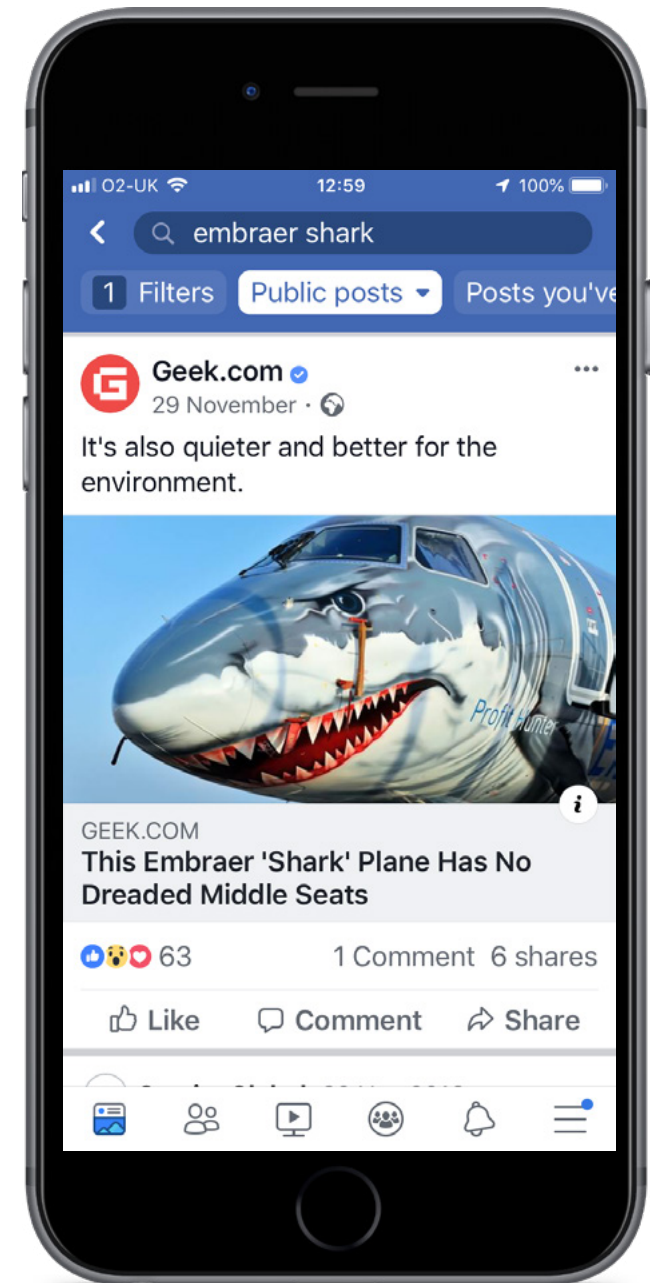
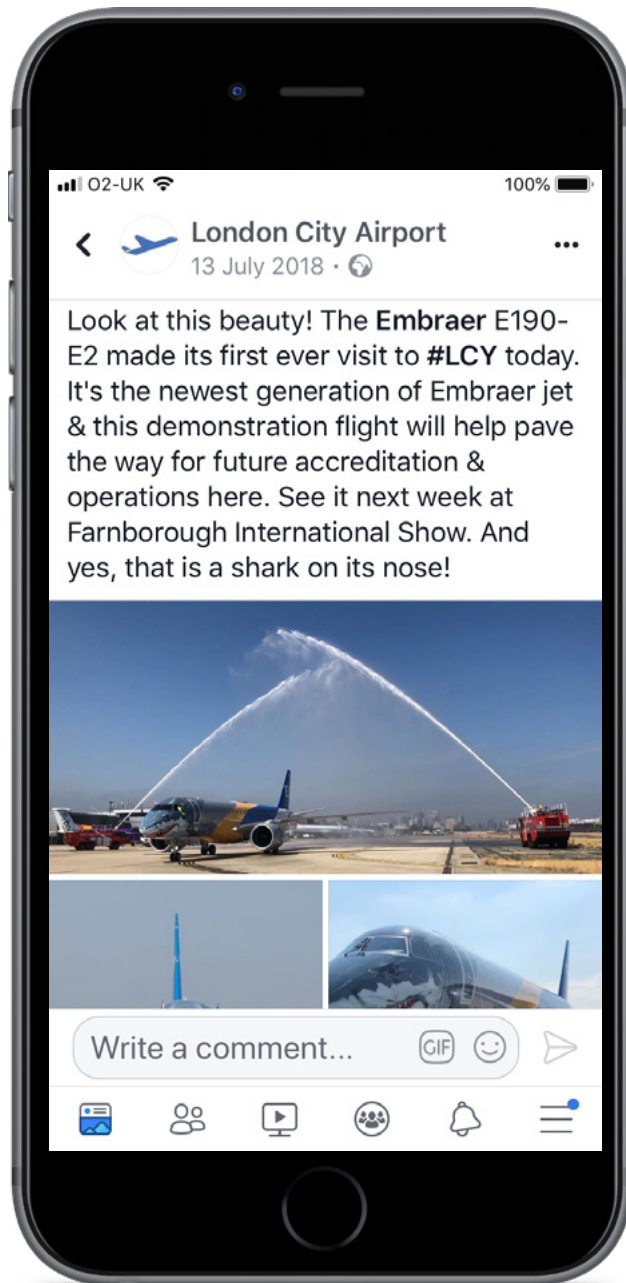
Part and piece: The Embraer E175-E2, nicknamed the Proff Hunter, is part of the E2 family of regional jets, which encompasses the E175-E2, E190-E2, and E195-E2.

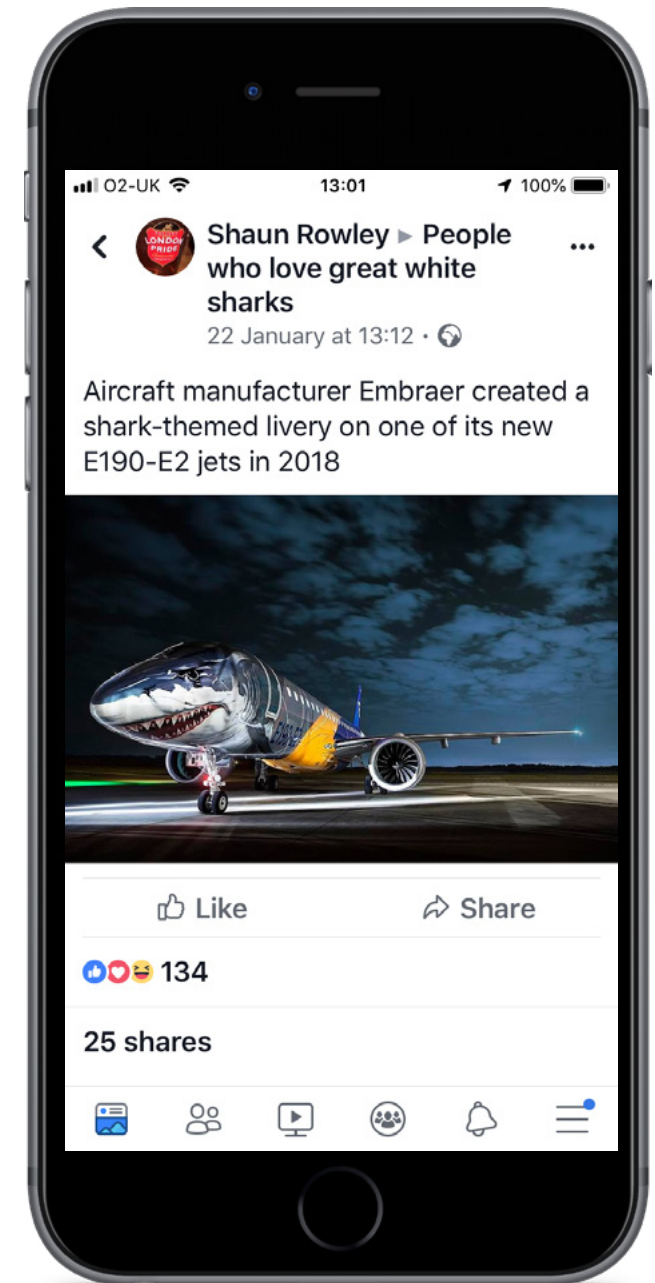
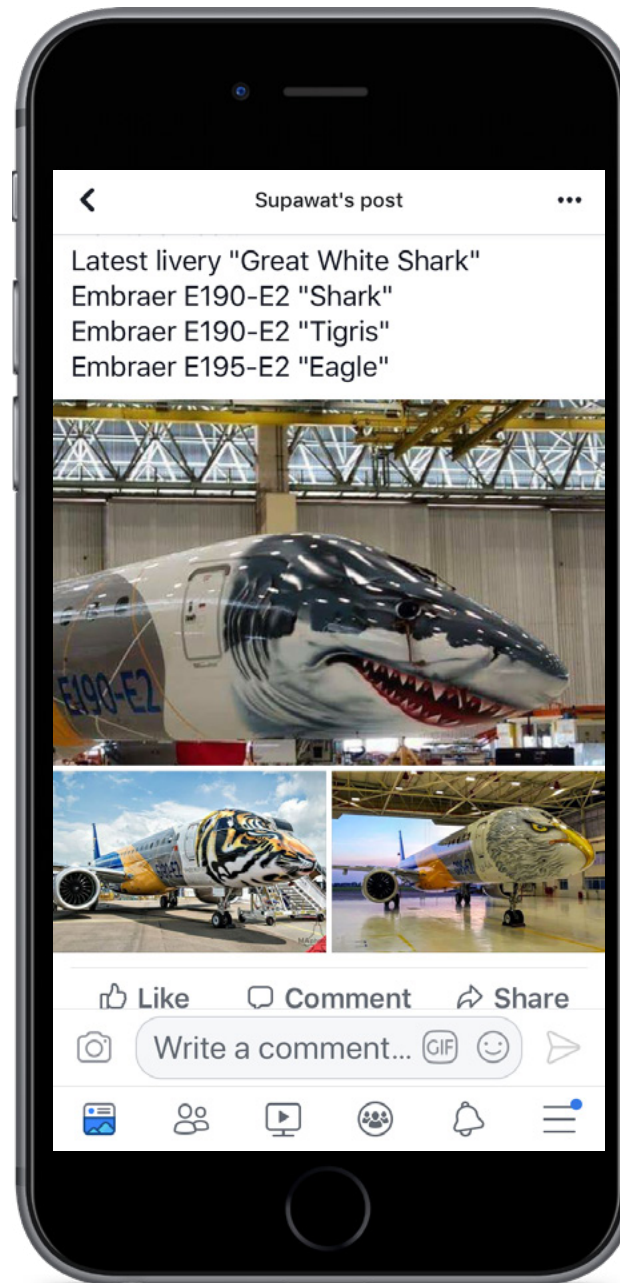
(CNN) — There's a shark on the runway. No, it's not some nightmare scenario brought about by severe flooding, but a real-deal Embraer E190-E2 aircraft, painted up in a special great white shark livery. In recent months, this ferocious flier has been turning heads and starring in travel Instagrams from the Maldives to South Africa and in October, it was spotted at Nepal's Kathmandu-Triplican International Airport following a fly past of Mount Everest. Nicknamed the Proff Hunter, this is the show plane for Embraer's E2 family of regional jets, which encompasses the E175-E2, E190-E2 and E195-E2, and it's stealing some of the attention that's lately been lavished on its competitor, the Airbus A320. The A320 series was originally created by Canadian manufacturer Bombardier as the C

RADISSON COLLECTION

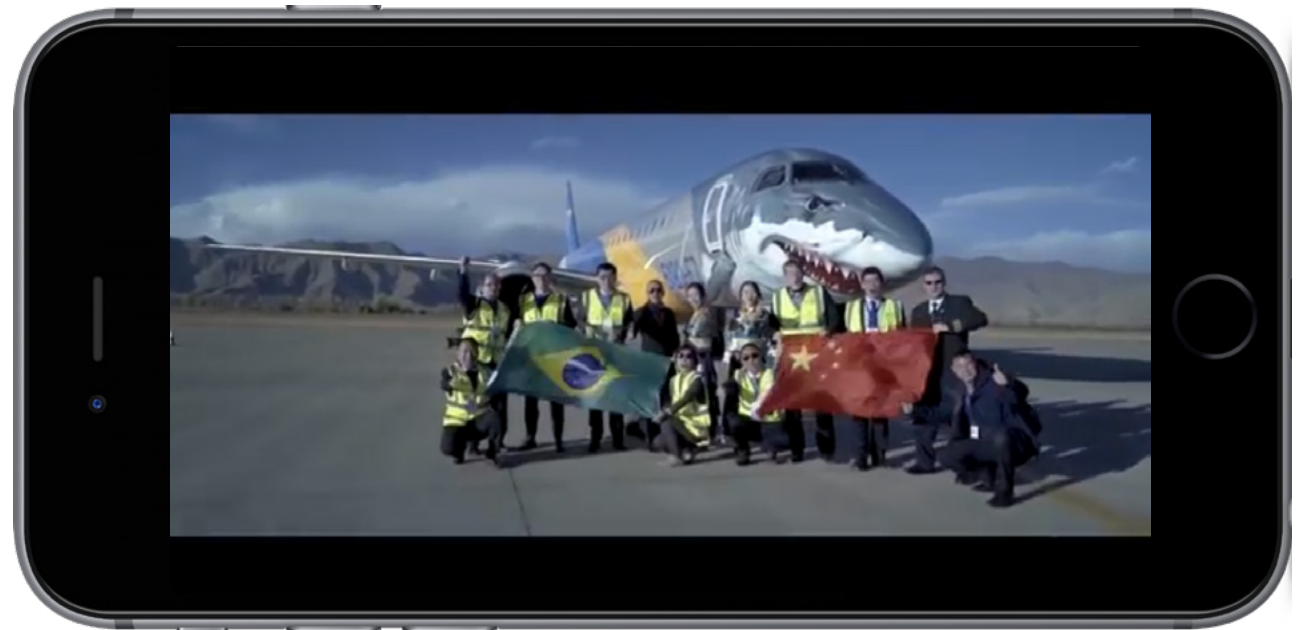
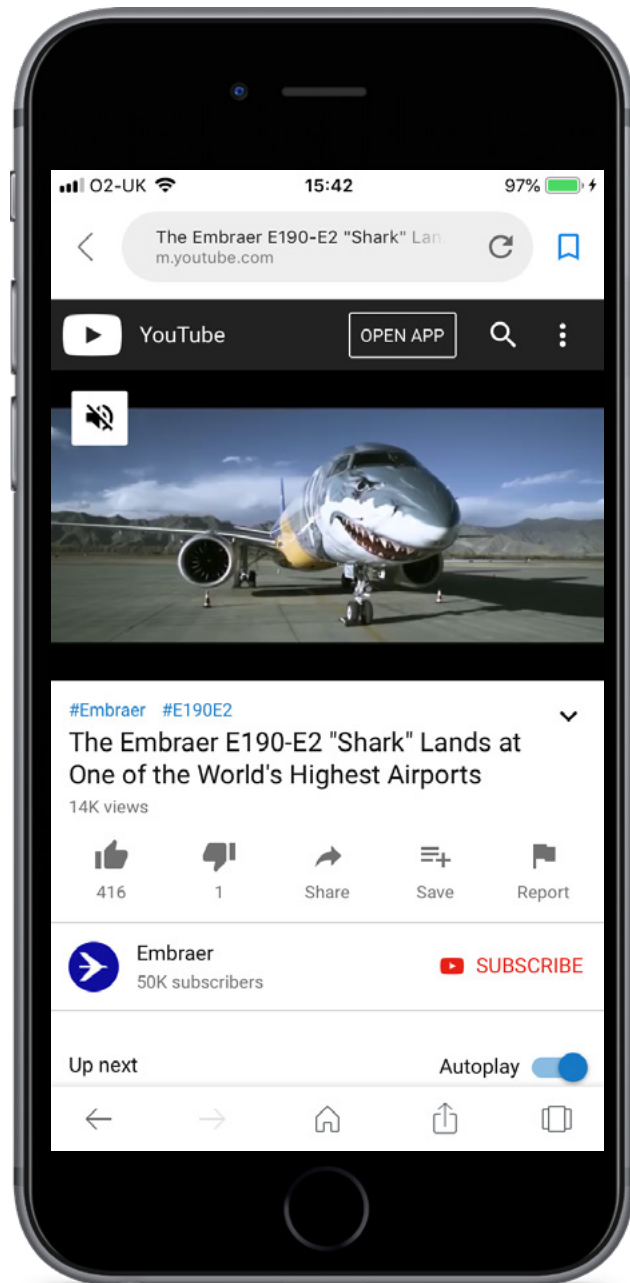


Social: Facebook Link: Shark



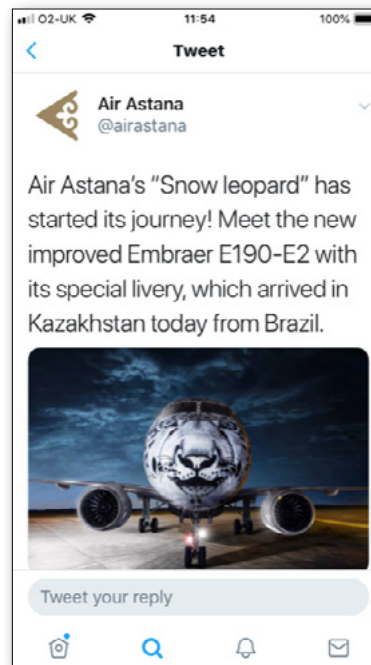
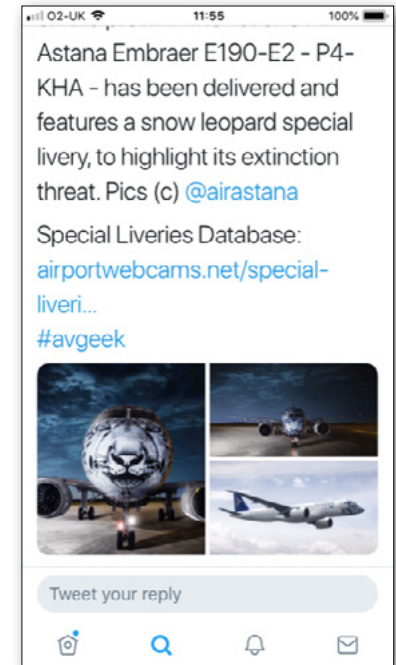
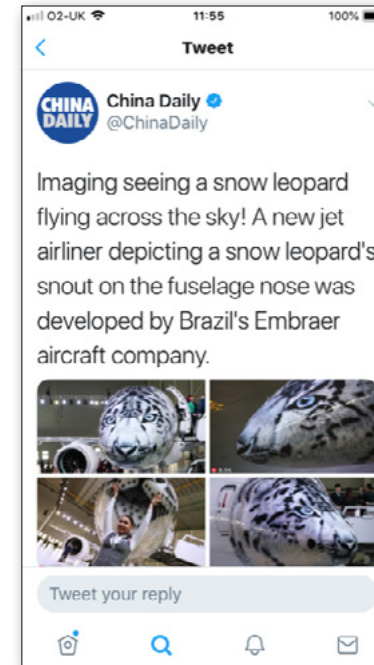


Embraer TV: Twitter links to YouTube: Shark

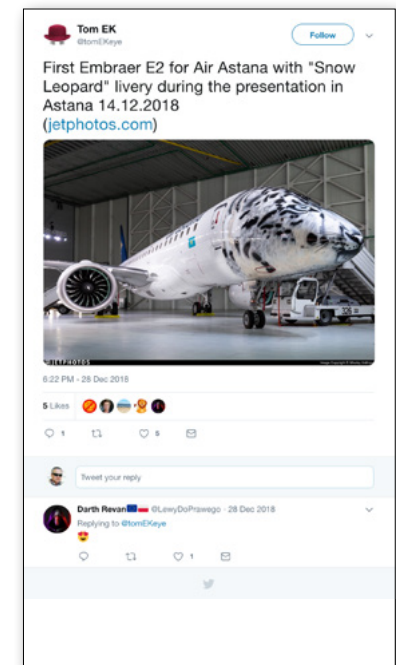
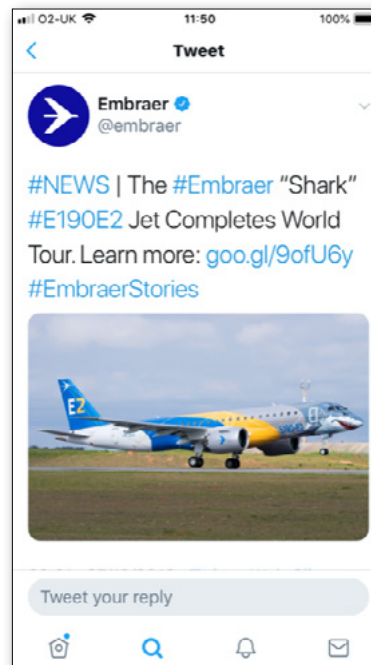
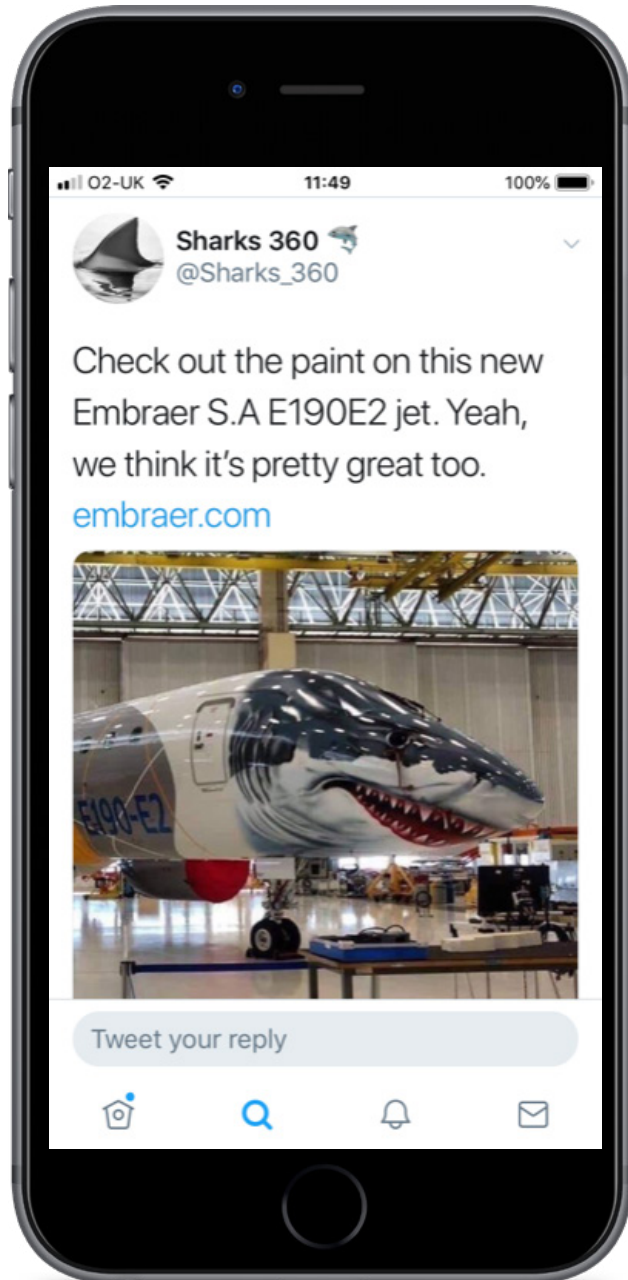




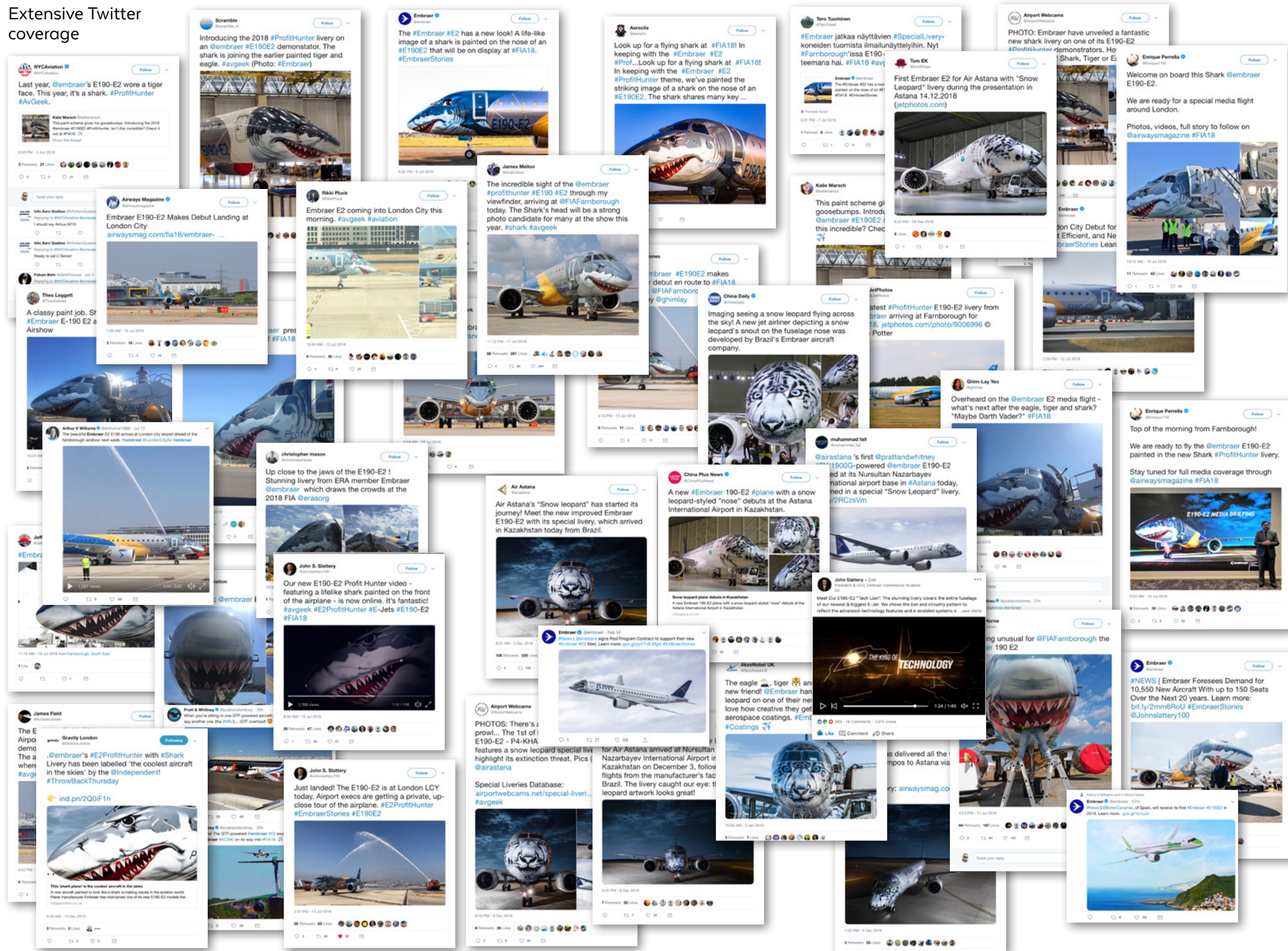
Embraer: Some examples of external Twitter coverage



Embraer: Some examples of external Twitter coverage




Extensive Twitter coverage



Social: LinkedIn

Embraer
270,211 followers
2d

The **#Embraer #E190E2** has a new look! Embraer engineer and artist, Clodoaldo de Oliveira Quintana, created yet another masterpiece, painting a life-like image of a shark on the nose of the aircraft. The shark shares the same attributes as the **#E2** – efficient design, intelligent and sophisticated sensory and navigation systems, and the ability to adapt to new environments. This E190-E2 **#ProfitHunter** will be on display at **#FIA18. #EmbraerStories**




857 Likes · 28 Comments

Like Comment Share

Add a comment...

Jorge Gonzalez
F/O Legacy 500 en Servicios Aéreos Across
Thanks!! Its amazing!! (edited)
5h



Like Reply 1 Like

Craig Wood
MBA, Airline Pilot (Previously Corporate Pilot)
Love it.
4h

Like Reply

John Slattery
President & CEO, Embraer Commercial Aviation
2d · Edited

Our resident engineer/artist, Quintana, has done it again! His latest masterpiece is a stunning likeness of a shark painted on the front of an E190-E2. We chose a shark because of its many similarities to the **#E2** – a highly-evolved and super-efficient design, sophisticated sensory and navigation systems, ability to travel long distances, and ease in adapting to new environments. Of course, a shark and the **#E2** are excellent hunters – our E190-E2 helps airlines hunt for profits. See it at F'boro. **#E2ProfitHunter #EmbraerStories**




740 Likes · 34 Comments

Like Comment Share

Gravity London
2,277 followers
1h

An excellent picture from EGCC Insider of Embraer **#E2ProfitHunter** at Manchester Airport




3 Likes

Like Comment Share

Leonardo Amorim likes this

Rodrigo Silva e Souza · 2nd
VP Marketing at Embraer
2d

Cooler aircraft in the sky? Not bad... **#e2profithunter**




This 'shark plane' is the coolest aircraft in the skies
independent.co.uk

Mark Lethbridge
CEO Gravity Global
2d · Edited

The shark must of given the River Thames a surprise!
I travel a lot from LCY. Let's hope it will be on the E2 very soon.

John Slattery
President & CEO, Embraer Commercial Aviation
3d

Just landed! The E190-E2 is at London's LCY Airport today. We've stopped by on the way to F'boro to show the airplane to airport executives so they can learn more about all the new E2 features. E-Jets started flying to LCY in 2009. Last year, they accounted for some 60% of departures at the airport. We're working to get the E190-E2 certified for steep approach and short field performance so even more airlines and LCY passengers can experience the world's newest, most efficient single-aisle jet.




2 Likes

Like Comment Share

Fernando Grau · 2nd
Director of Market Intelligence at Embraer Asia Pacific & China
19h


That was a wonderful day for the E2 Shark and our winning team! Plus seeing the Mount Everest! Who could imagine, the day a flying shark would fly over the top of the world!
#Nepal #ProfitHunter #E2 #MountEverest
<https://lnkd.in/gEw8eJp>
<https://lnkd.in/gtphg5t>



Mark Lethbridge liked John Slattery's post

Rodrigo Silva e Souza
VP Marketing at Embraer
2d

An insightful interview with Paul Priestman about the E2 interior design. Not surprisingly the project won the Crystal Cabin Award for innovation. **#e2**



How to design an airplane cabin
cnn.com

90 Likes

Like Comment Share

Ritika Bhardwaj likes this

John Slattery · 2nd
President & CEO, Embraer Commercial Aviation
5h

The "Shark" Flies to the Top of the World

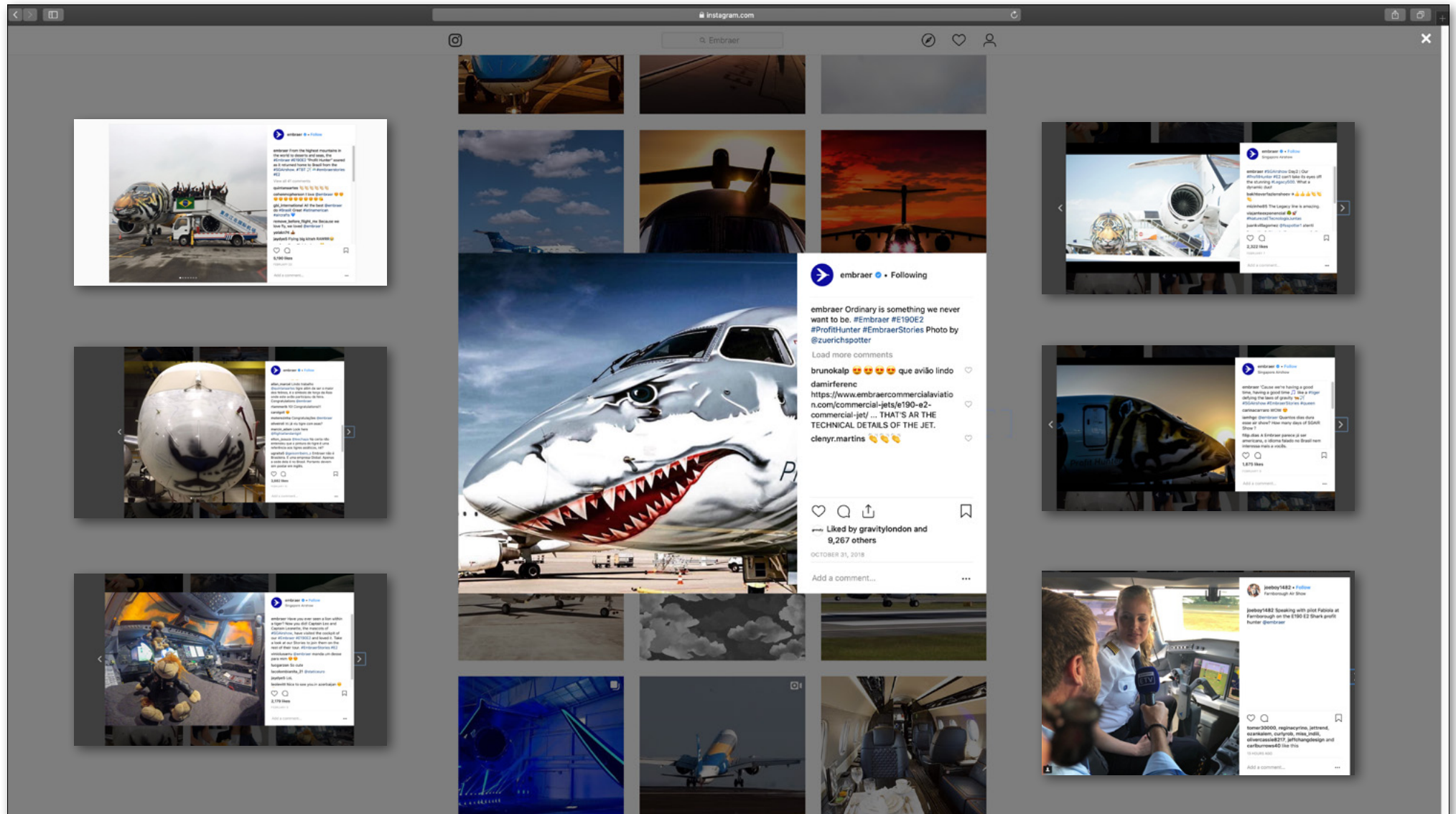
Our E190-E2 flew to Lhasa, Tibet, last Friday, just another routine s! ...see more



207 Likes · 5 Comments

Like Comment Share

Instagram



Traditional Media

Press Ads



SPECIAL REPORT MAINTENANCE

CONTENTS

In a state of flux MRO providers struggle with rising costs, OEM competition and restricted access to intellectual property for new aircraft, plus this year's maintenance survey

Shifting priorities With specialist units closing and slow demand, North American airlines are reassessing their MRO setups **How to maintain** How airline MRO divisions can develop their businesses as the maintenance market grows



Consolidation, bankruptcies, facility closures and new generation aircraft with different support requirements are some of the key issues airlines must consider when deciding where to service their aircraft or how to grow in-house maintenance divisions

FG
An in-depth special report
on the challenges facing
Flight International
advisors

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#E2ProfitHunter
E2ProfitHunter.com



← EMBRAER

CHALLENGE.
CREATE.
OUTPERFORM.

Digital Media



HEATHROW GATEWAY



T4 CAPS

T5 MOTION SHOWCASE

⊘ Authorised access only



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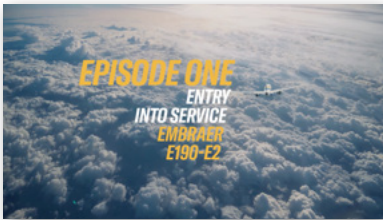
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LIVING LEGENDS FLY 

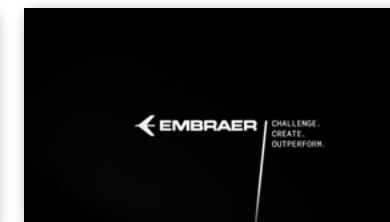
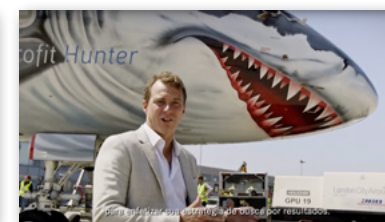
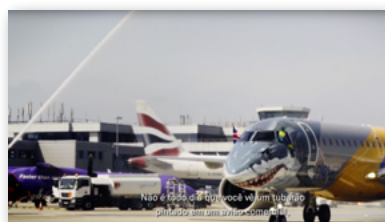
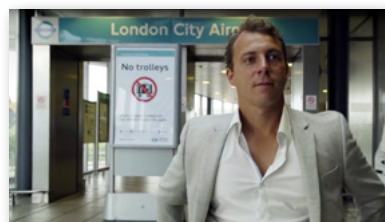
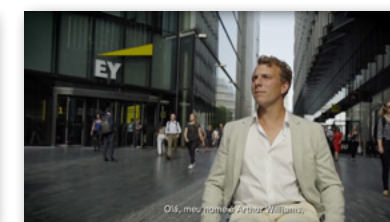
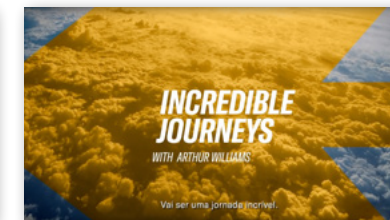
Discover more

Films made for Social Media Use

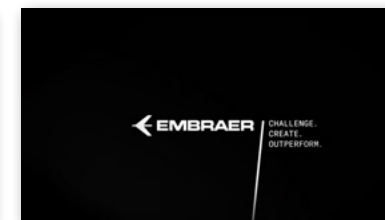
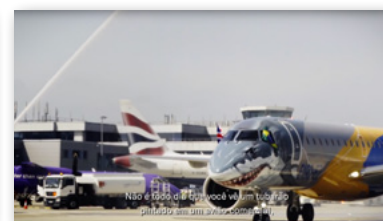
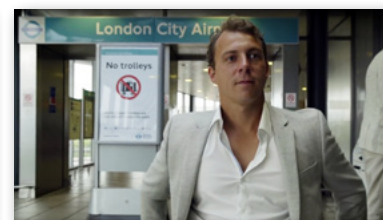
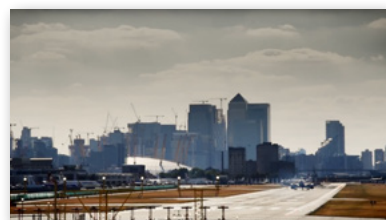
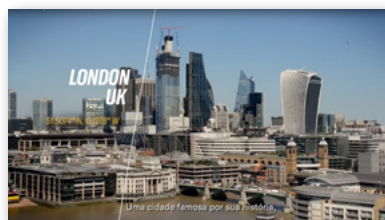
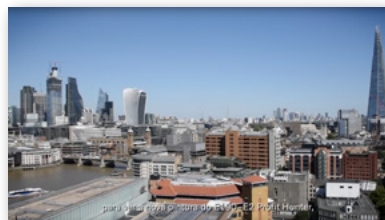
Embraer. Incredible Journeys film No. 1: First delivery of The ‘Profit Hunter’



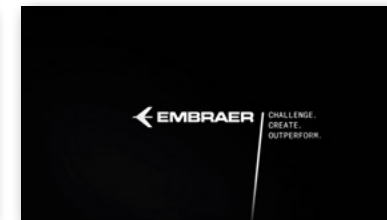
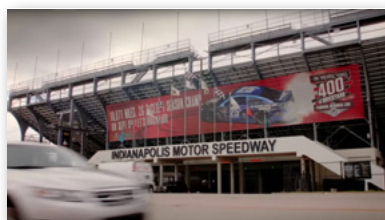
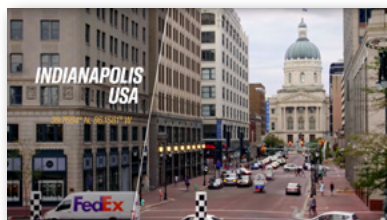
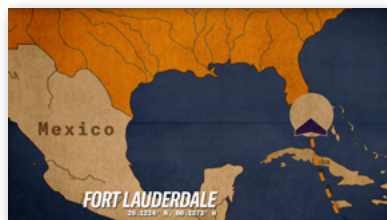
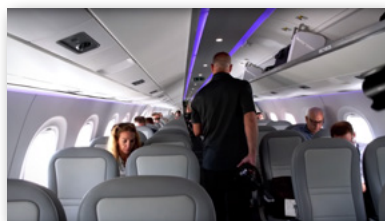
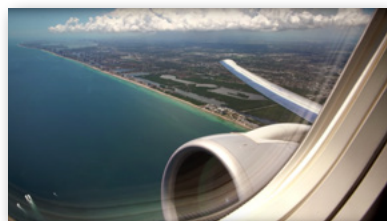
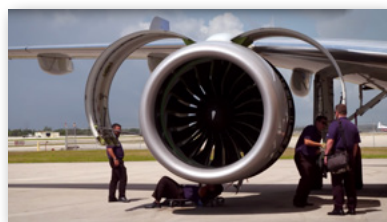
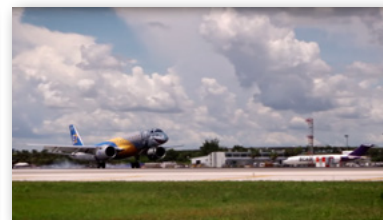
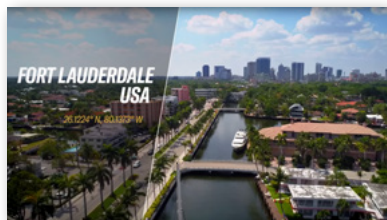
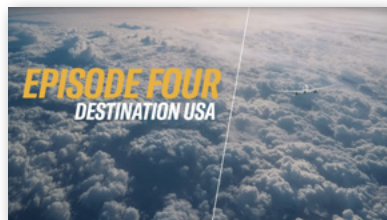
Embraer. Incredible Journeys film No. 2: London and the Farnborough Airshow



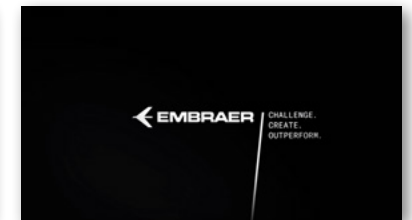
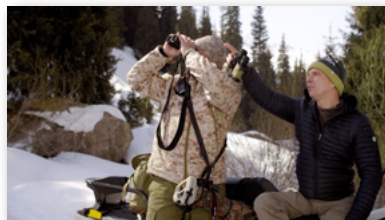
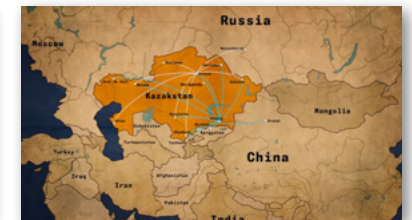
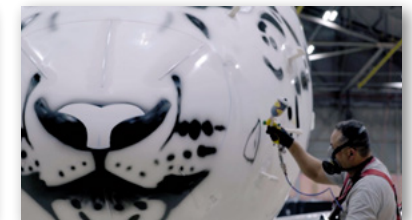
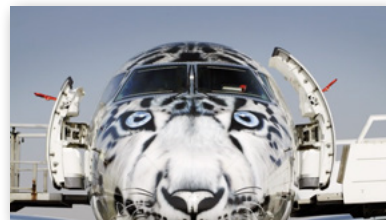
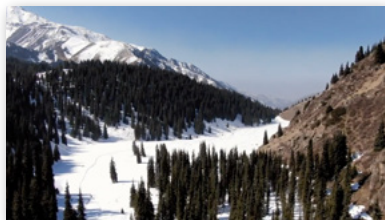
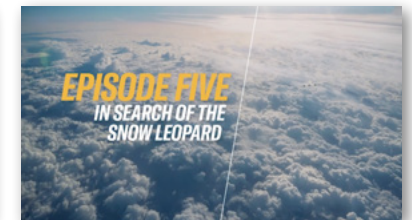
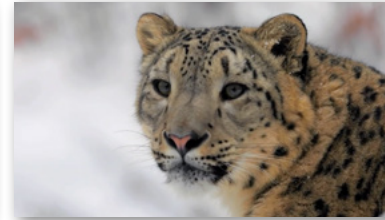
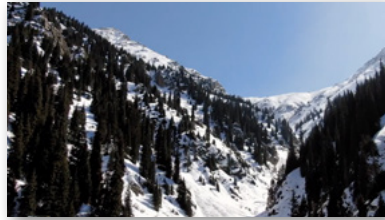
Embraer. Incredible Journeys film No. 3: Vietnam



Embraer. Incredible Journeys film No. 4: USA

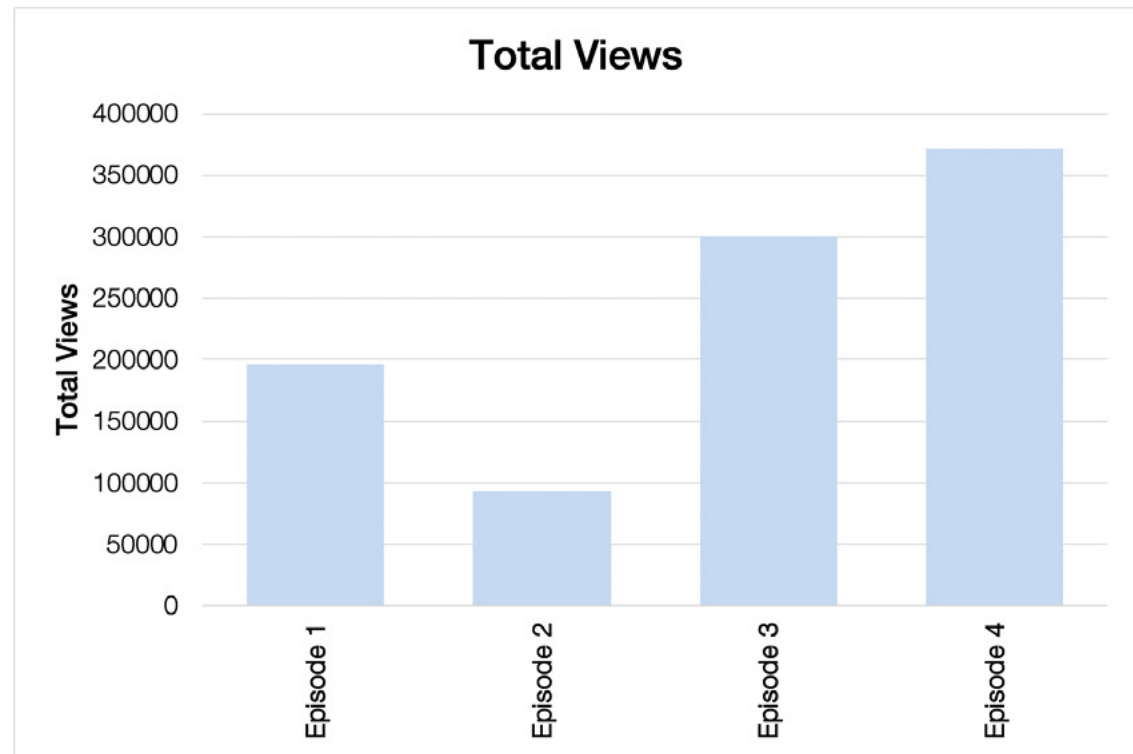


Embraer. Incredible Journeys film No. 5: Kazakhstan



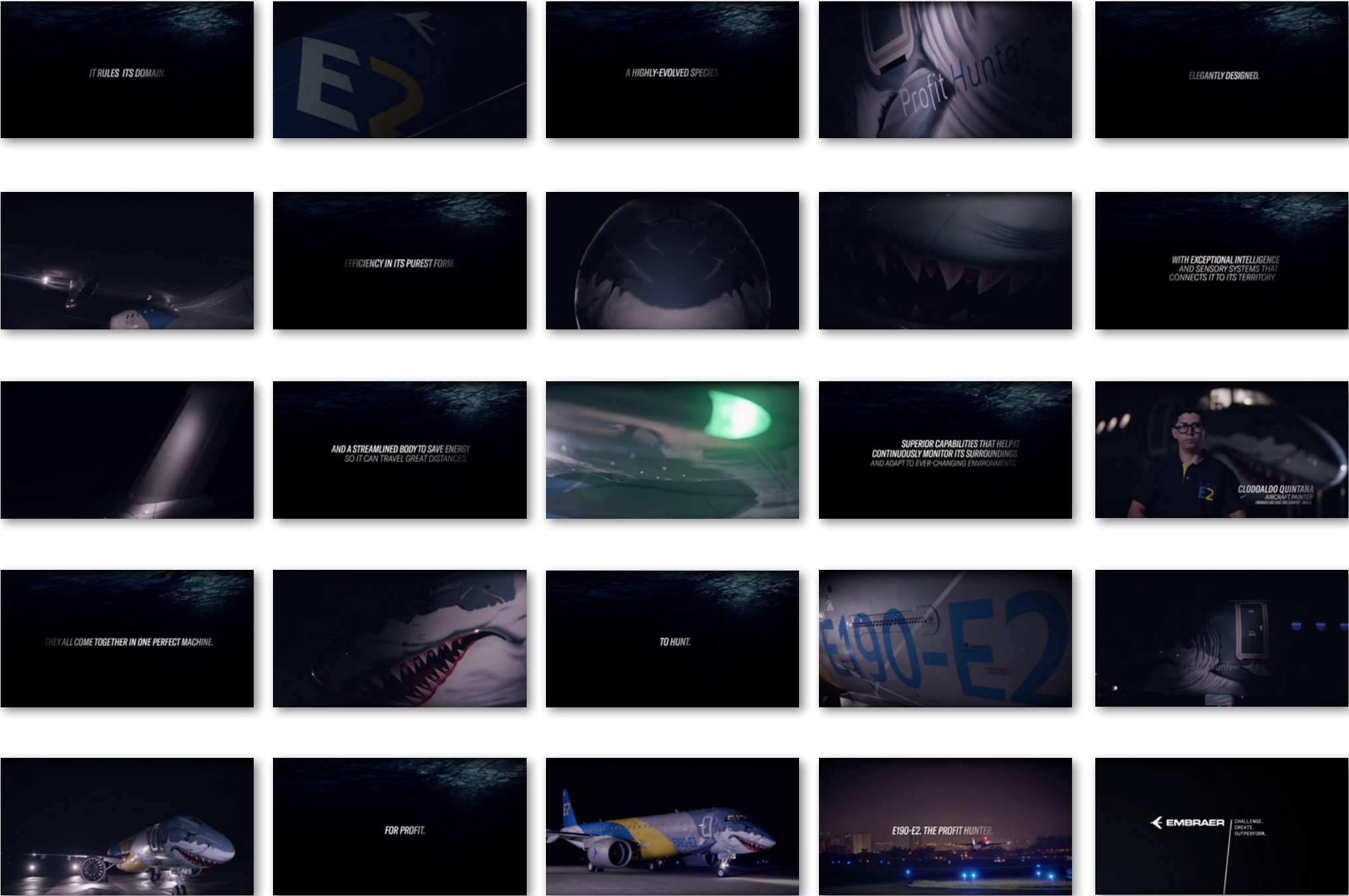
Incredible Journeys

- 371,432 viewers were recorded within the first month of Episode 4. It generated 90% more viewers as compare to Episode 1. This indicates that Incredible Journeys have started becoming popular.
- 960,871 views were recorded in total from all four videos.



Note: The above data is from August 2018 – May 2019

Shark: Painting of Teaser Film



Embraer TV at Airshows



Virtual Reality at Airshows

The Data Forest: Augmented Reality



COCKPIT MAVERICKS LOVE E2

#E2PROFITHUNTER
embraercommercialaviation.com



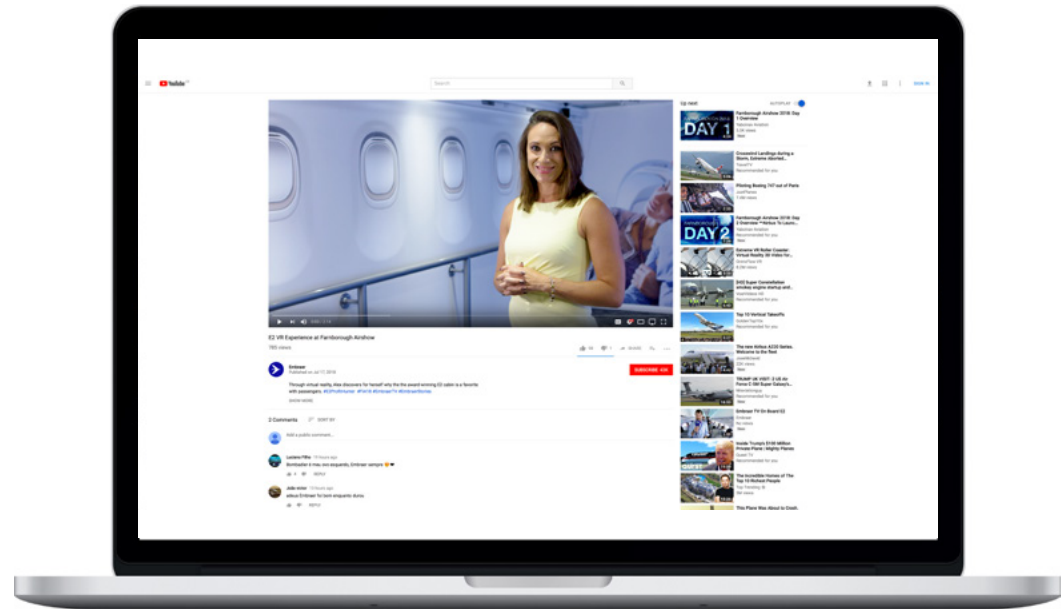
Embraer   [Follow](#)

Find out why passengers love the award-winning #E2 cabin watching Alex's VR experience at #FIA18. goo.gl/74sKSL #EmbraerStories #E2ProfitHunter



66 views 0:13 / 0:35

4:40 PM - 17 Jul 2018



Media Coverage

Traditional and Digital

AER LINGUS – FIRST LOOK AT THE NEW LIVERY
www.airlinerworld.com

Airliner World

the global airline scene

EXCLUSIVE

Air Astana

THE SNOW LEOPARD BOUNDS IN



BERLIN BRANDENBURG
How Not to Build an Airport

Flybondi The Freedom to Fly



Biman Bangladesh
The Road to Stability



Saab 2000
Swedish Superstar

De-icing in Toronto Battling the Big Freeze

Air Astana Welcomes E2



In December Air Astana became only the second airline in the world to fly Embraer's E175 E2. Gordon Smith viewed the jet in the Kazakh capital to gain the grand unveiling and learn more about the carrier's plans for its newest jet.

Unlocking Potential

A Director of Timing?

It just can't be seen that the two airlines are competing for the same market. Air Astana is a carrier that is not only a member of the Oneworld alliance but also a member of the SkyTeam alliance. This means that the airline is in a position to offer its passengers a wide range of services and destinations. The airline is also a member of the IATA and the ICAO, which means that it is in a position to offer its passengers a wide range of services and destinations.

Conservative Focus

The airline is a carrier that is not only a member of the Oneworld alliance but also a member of the SkyTeam alliance. This means that the airline is in a position to offer its passengers a wide range of services and destinations. The airline is also a member of the IATA and the ICAO, which means that it is in a position to offer its passengers a wide range of services and destinations.

3,000,000

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ISSUE

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FLIGHT DAILY NEWS



53rd INTERNATIONAL
PARIS AIR SHOW
LE Bourget
JUNE 17-23, 2019



Leonine E195-E2 is pride of Embraer

And now for the "mane" event, Embraer is showing off its latest "Profit Hunter" livery. This is 195 E2, featuring a hi-tech stylized lion. The third fellow predator scheme to feature, after Embraer's own tiger colours and Air Austral's snow leopard - proving that the E2 is "Cat Three" capable. If you happen to be walking past it, "paws" for a moment and get into that "Brazilian carnivore" spirit.

X-TENDED RANGE

Airbus set to push largest narrowbody's reach beyond 4,000nm

By DAVID KAMINSKI-MORROW

As Airbus prepares to detail a series of changes this week to the A321neo, the aircraft will take its range beyond the 4,000nm (7,400km) offered by the A321LR. Embraer understands that the aircraft will be initially on a single variant, the A321XLR, with large-volume additional structures. The A321XLR, which is a simplified internal structure, will be developed to comment, a source at Airbus says. The development says that "most of the changes are inside", but adds that there will be modifications to the wing or wing fences.

tips "would make sense". But a day-one unveiling was looking increasingly uncertain on the eve of the show, with discussions still being finalised. Airbus already has nine weight variants of the A321neo. Seven of these, with maximum take-off weights ranging from 80t to 93.5t, are listed for the basic aircraft. Two other variants are listed for the "Cabin Flex" configuration of the A321neo, including the current long-range A321LR option with a

97t maximum take-off weight - the highest so far for the type. Airbus has indicated that an even longer-range option would take the MTOW above 100t and potentially push the aircraft's capability to 4,700nm.

Its basic A321neo has fuel capacity of 23,490 litres but the A321LR uses three additional centre fuel tanks to take total fuel to 31,211 litres.

The airframe has been focusing on strategies to increase the fuel carriage of the aircraft and ways to extract range through aerodynamic enhancements. CFM International and Pratt &

Whitney power the current A321neo variants including the A321LR. Pratt & Whitney president Bob Ladouceur tells FlightGlobal that its geared-turboprop PW1100G engine is "the right choice" to power a longer-range version.

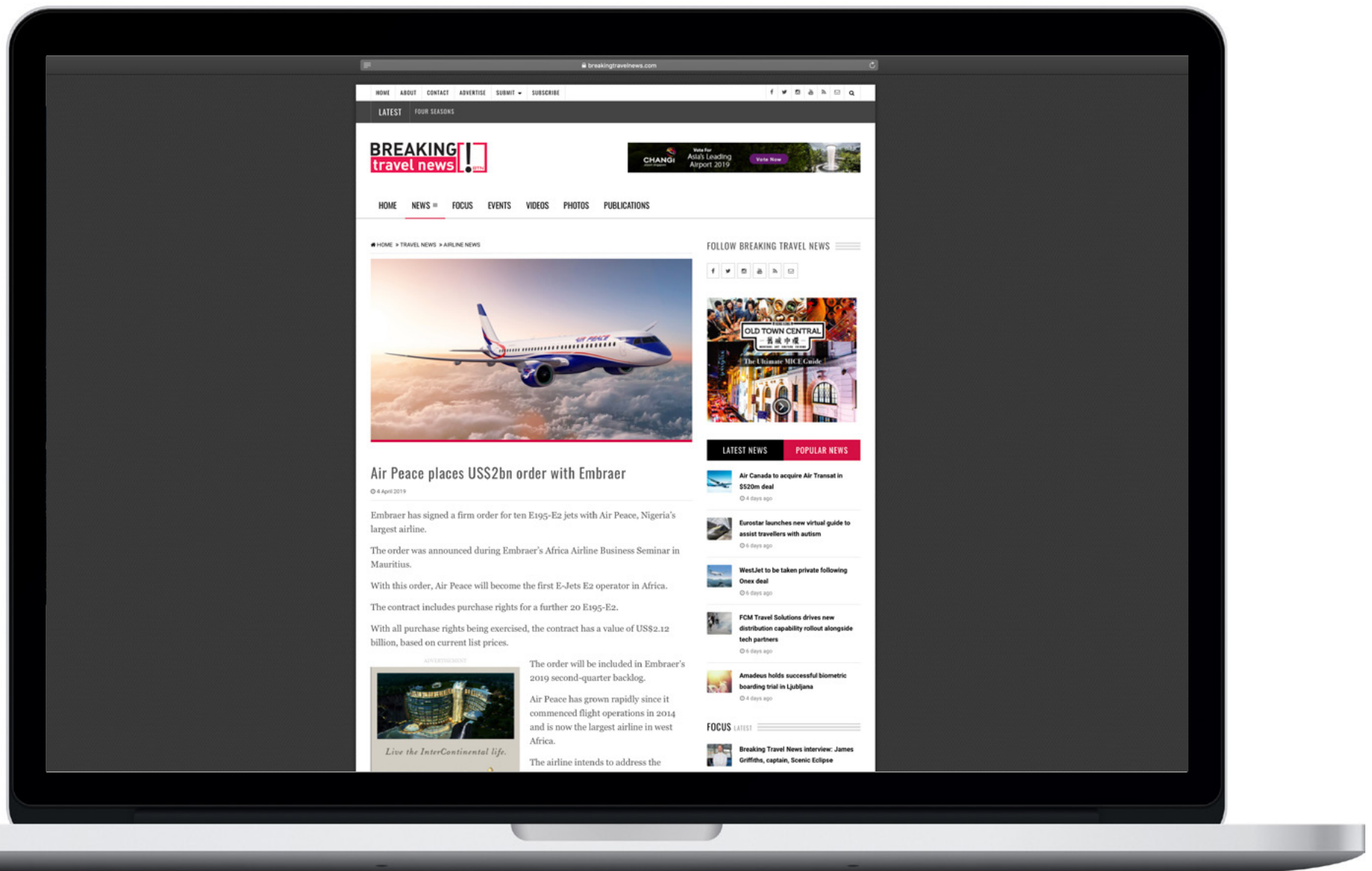
"It provides the highest level of fuel efficiency so far longer missions the fuel savings will only increase," he adds. CFM builds the Leap-1A and executive vice-president Allen Passon simply says the company is "continuing to develop" techniques, materials and aerodynamics to be "ready whatever comes next".

Are you looking for a flexible and scalable integrated helicopter solution?
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Embraer: Examples of Media Coverage



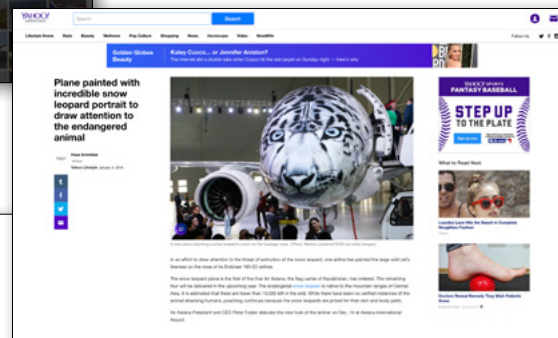
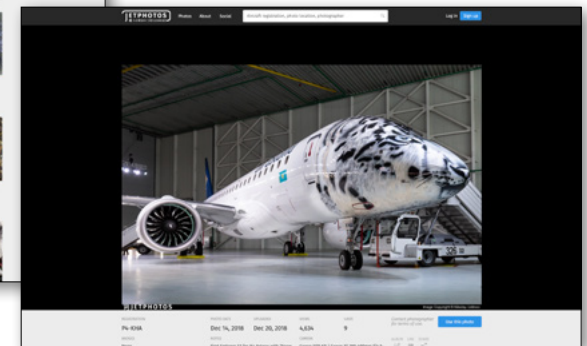
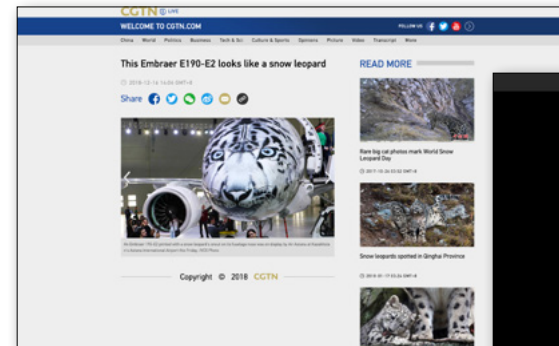
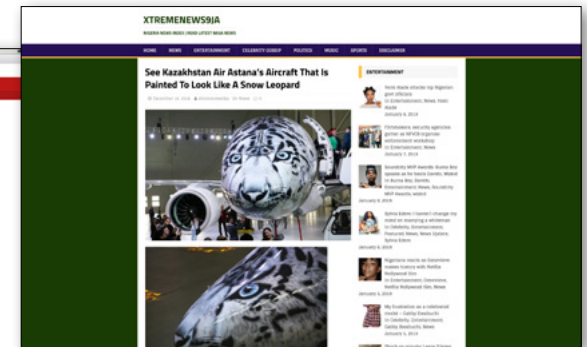
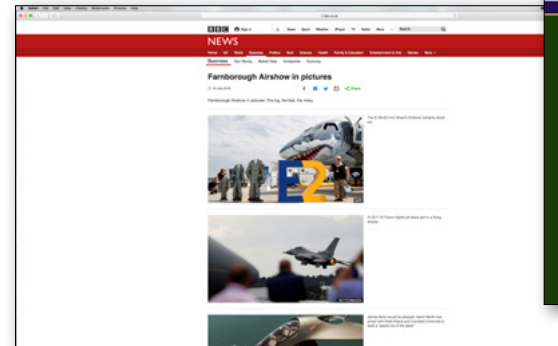
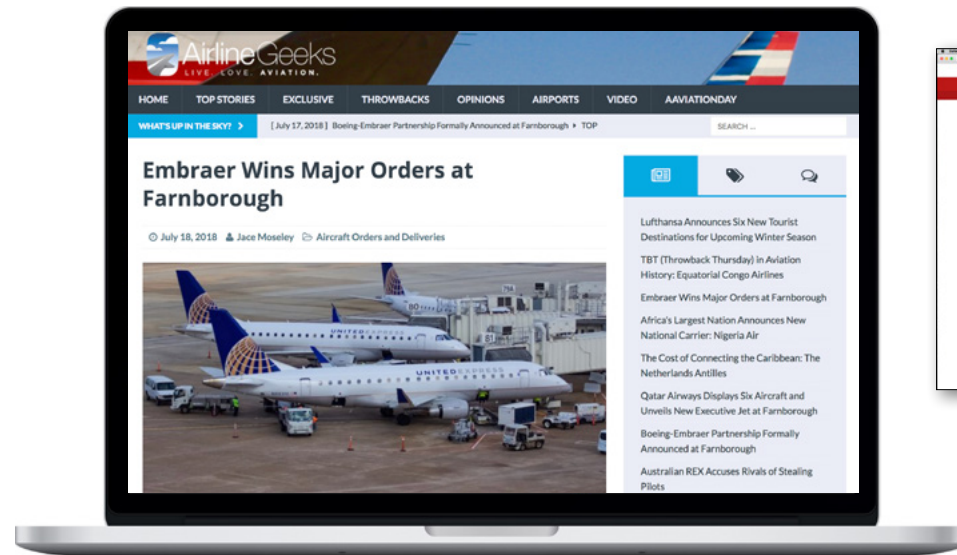
Embraer: Examples of Coverage



Embraer: Image Gallery



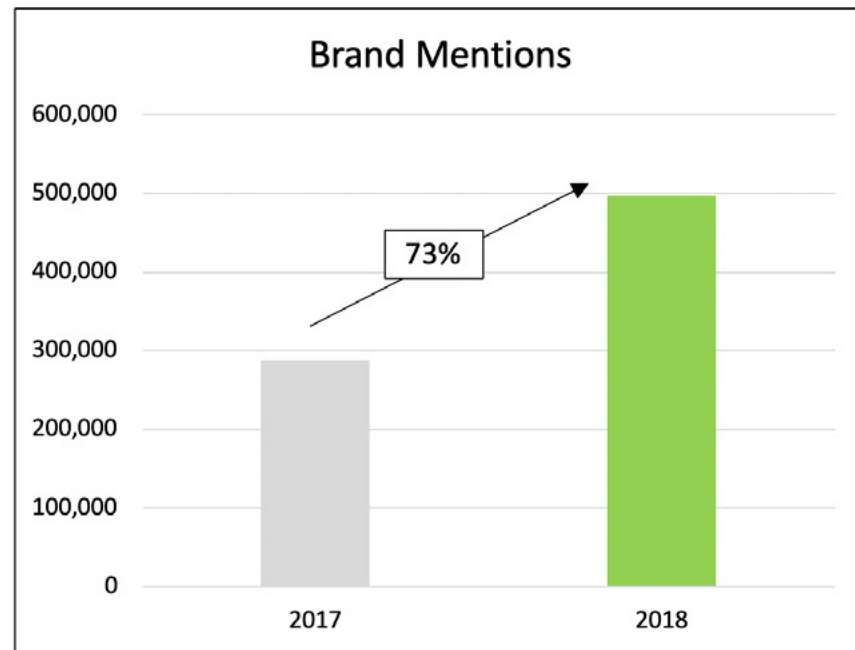
Embraer: Some examples of external website coverage



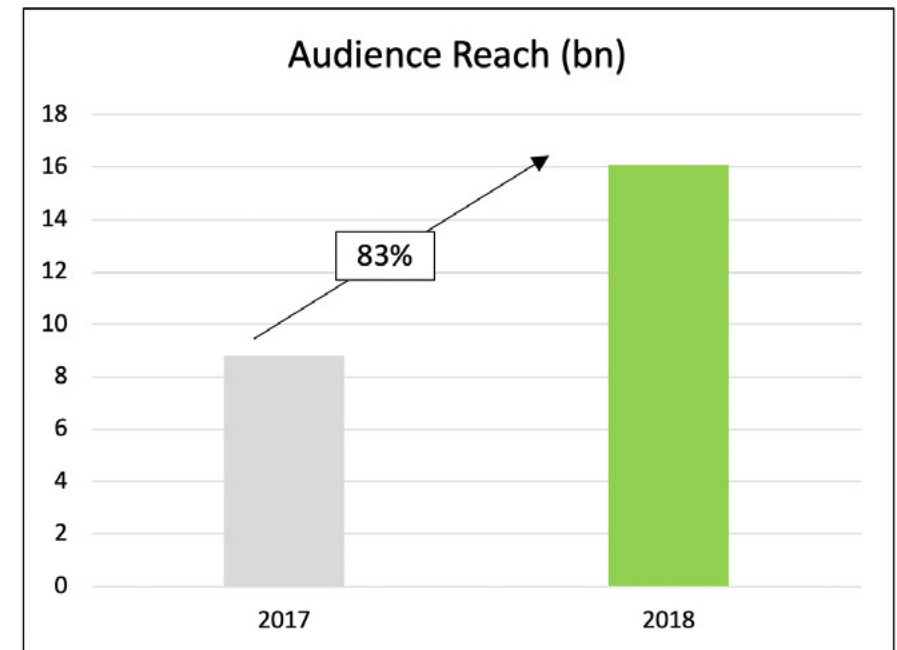
Results

2017 vs 2018

The charts below compare annual brand mentions and impressions for Embraer on all publicly available online channels. Note: it does not include any data from LinkedIn.

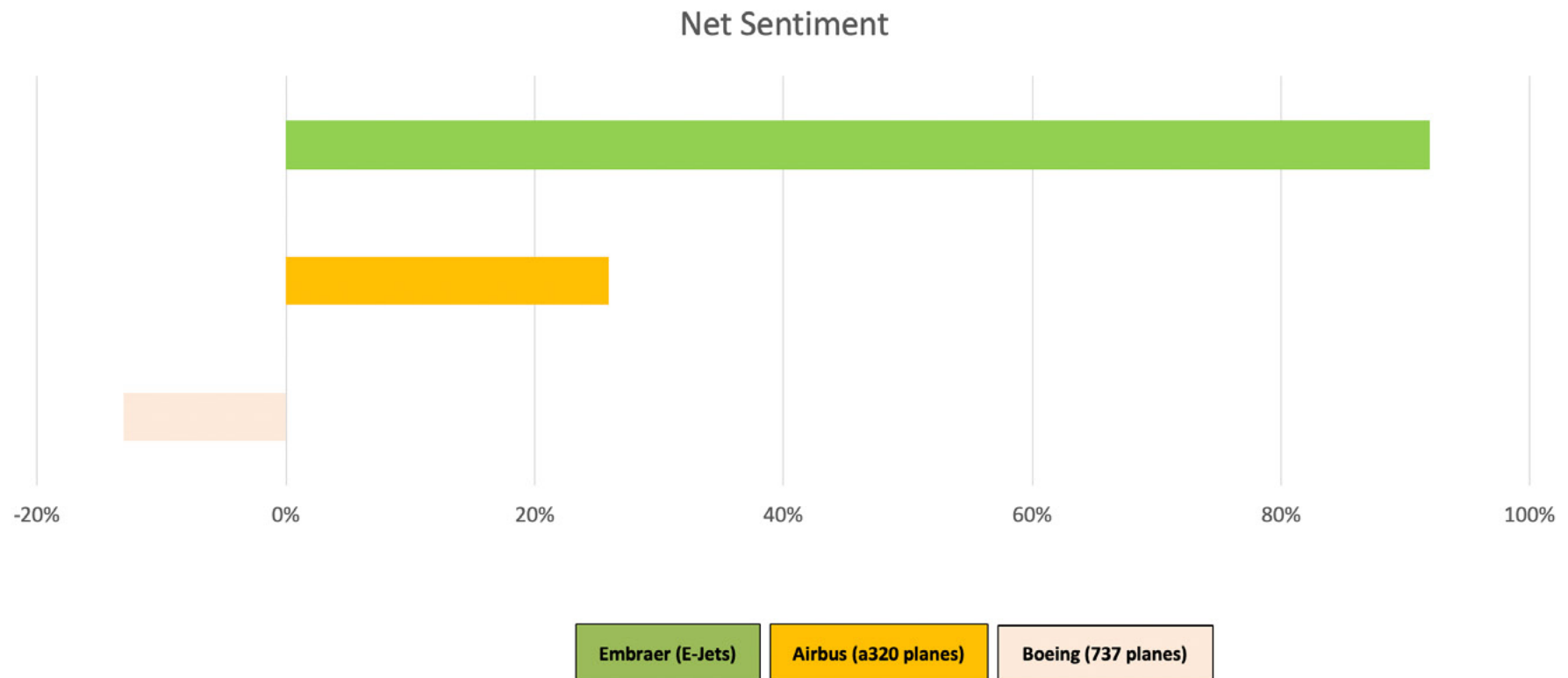


Embraer witnessed a marked increase in **brand mentions** of **73% YoY**. The volume of mentions in 2018 were recorded up to **497,921**



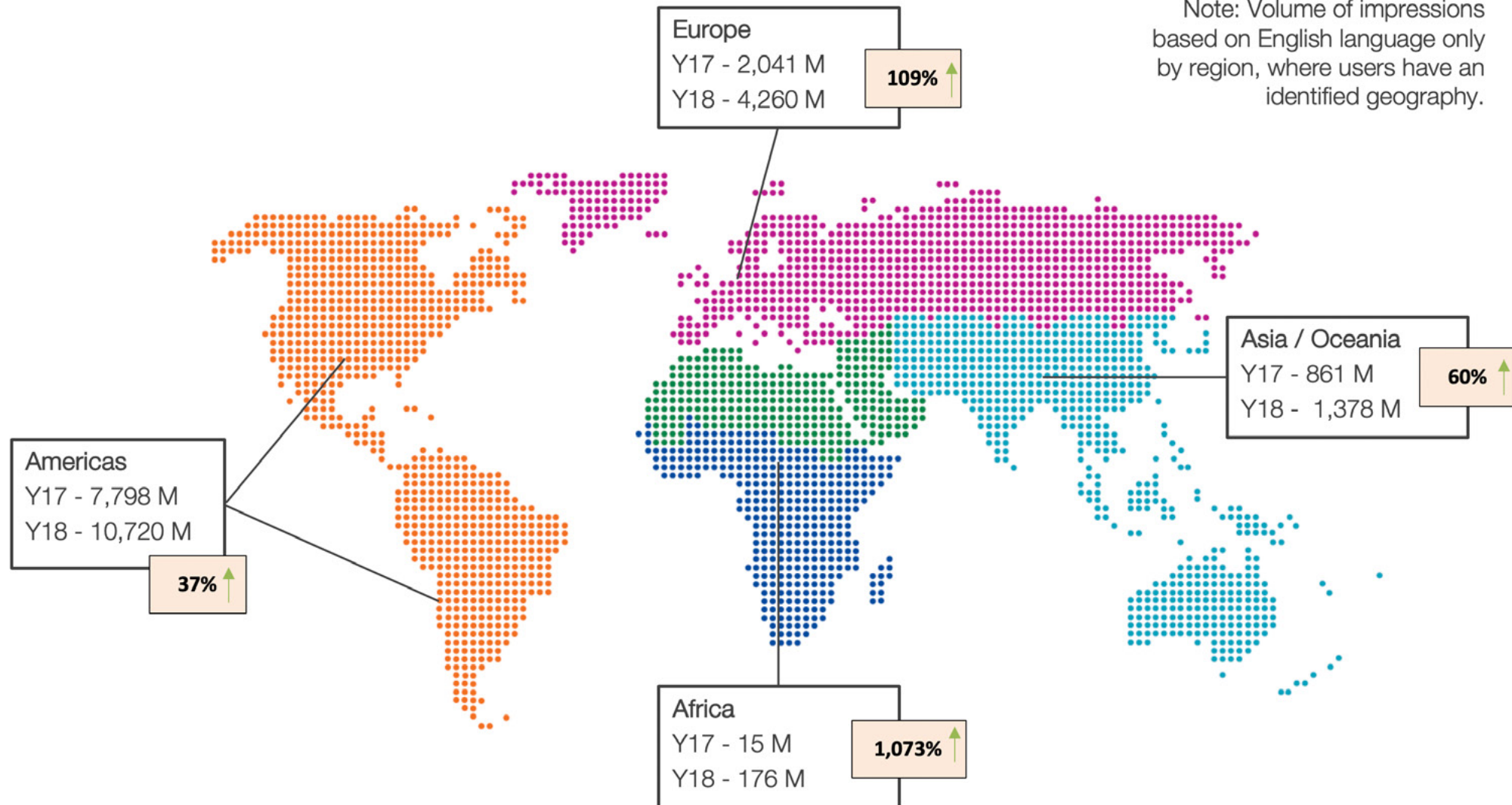
Audience reach went significantly up from **8.8 billion** to **16.1 billion** as “Shark” was being picked up by large publications like CNN.

The “Shark - Profit Hunter” campaign was launched in July 2018, which boosted the net sentiment for E-Jets from 74% to 92%. The campaign also had a positive impact on brand image by improving the net sentiment from 47% to 84%.

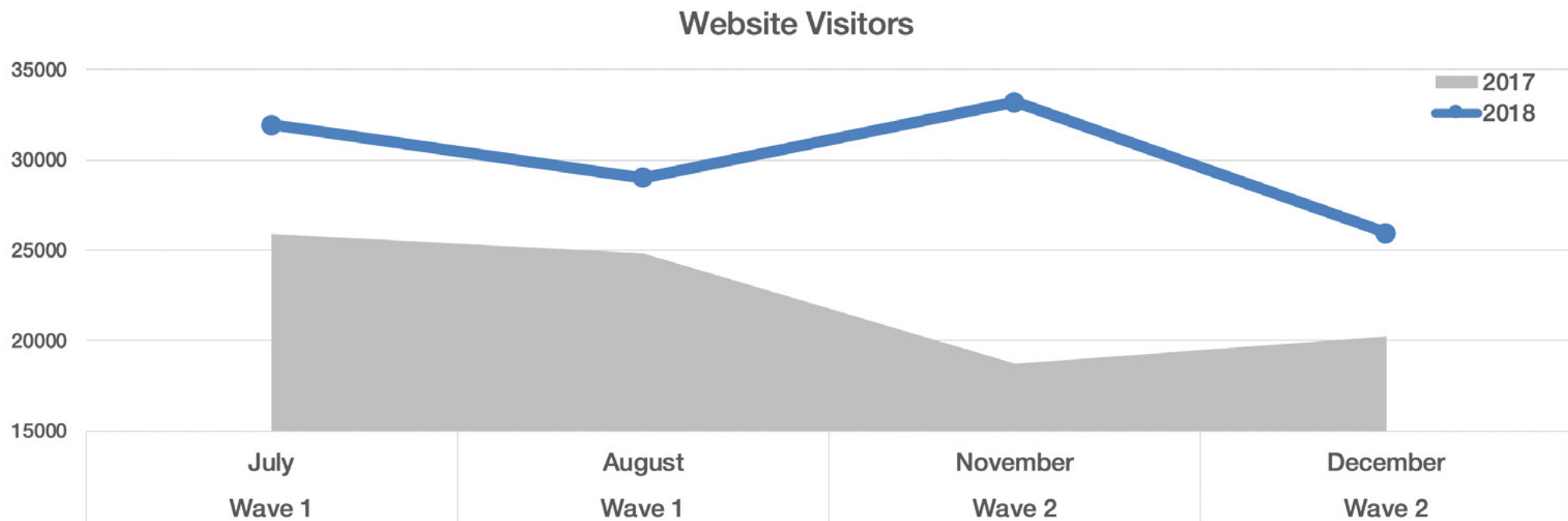


Embraer's Regional Presence - Impressions

Note: Volume of impressions based on English language only by region, where users have an identified geography.



Annual web-traffic comparisons shows that brand coverage in 2018 did drive high volume of users through to Embraer's website . There was a 77% spike in traffic during the second wave of coverage in Nov 2018.



Key Takeaways

Key Takeaways

67% increase
in Likes YoY

62% increase
in “Earned” Posts YoY

74% increase
in Comments YoY

- Achieved a sales record of \$15.3bn in orders in 2018.
- Embraer witnessed a marked increase in brand mentions of 73% YoY with reaching a total number of 497,921.
- Embraer’s popularity increased as engagements went up by 60% YoY.
- Audience reach went significantly up from 8.8 billion to 16.1 billion as the campaign hit the front page of CNN & FOX.
- The campaign boosted net sentiment for the brand Embraer from 47% to 84%.
- Achieved 93% net sentiment for E-jets. It’s the highest recorded net sentiment for an aircraft outperforming both Airbus & Boeing aircraft net sentiment.
- Growth as a Global brand with a significant increase across all regions in impressions:
Americas 37%+, Europe 109%+, Africa 1073%+ & Asia Pacific 60%.

Client Testimonial



“ Embraer and Gravity make a perfect combination. Gravity understand the importance of developing an idea consistently across a range of media and other channels. We have won many awards because we work together with freedom and trust each other. We are reaching our goals because of this.

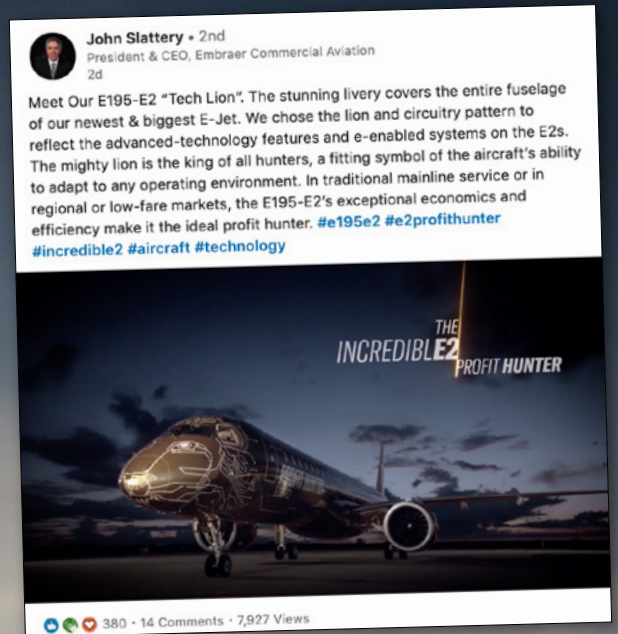
It's not easy to be creative in such a technical B2B environment, yet Gravity produce work that makes us stand out from our competitors.

The basis of all relationships is admiration and respect; these two words describe what I and my colleagues have for Gravity.

”

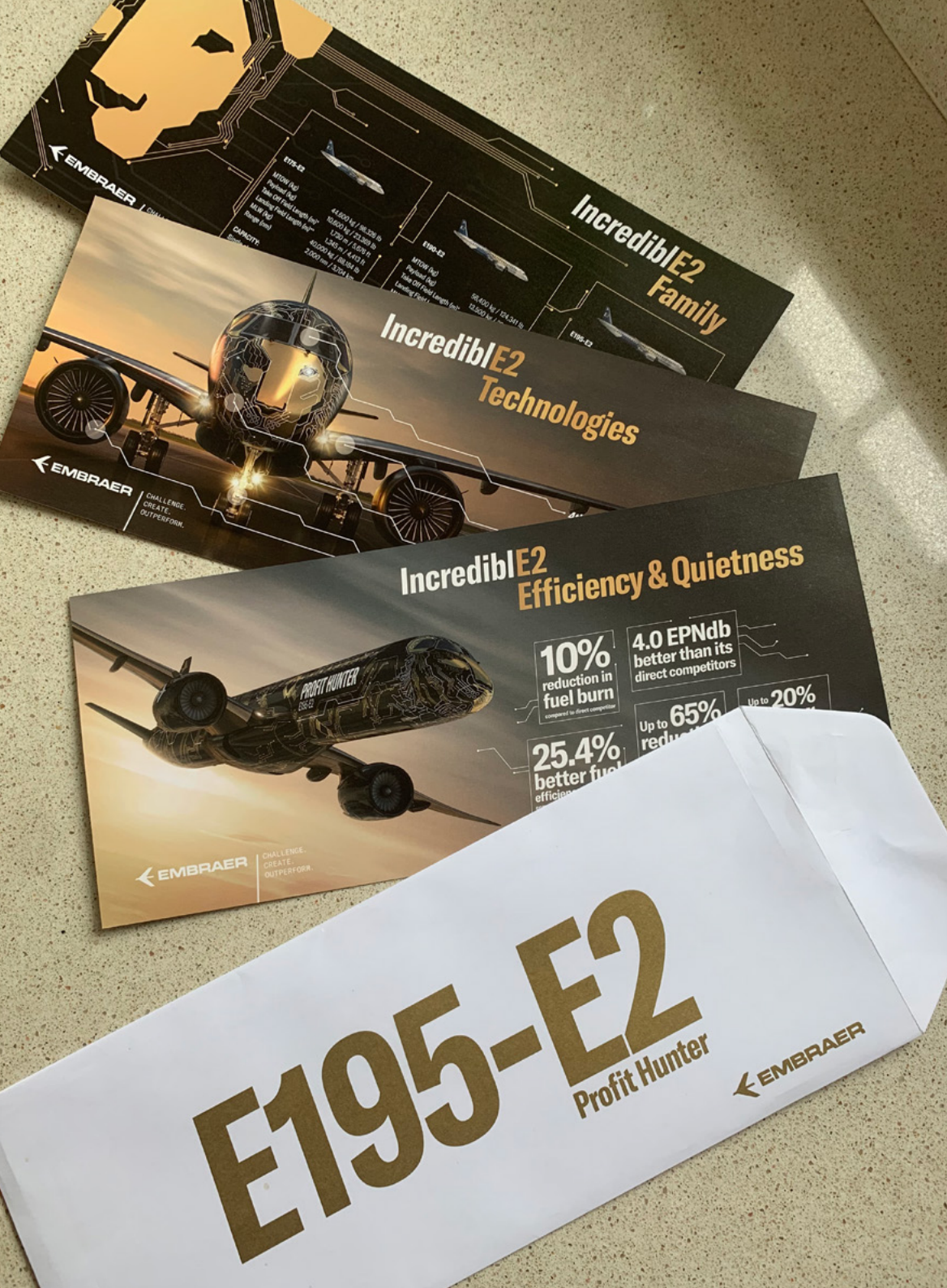
Maria Regina Cyrino Corrêa
Global Head of Promotion Strategy
Embraer Commercial Aviation

Paris Air Show: The Tech Lion

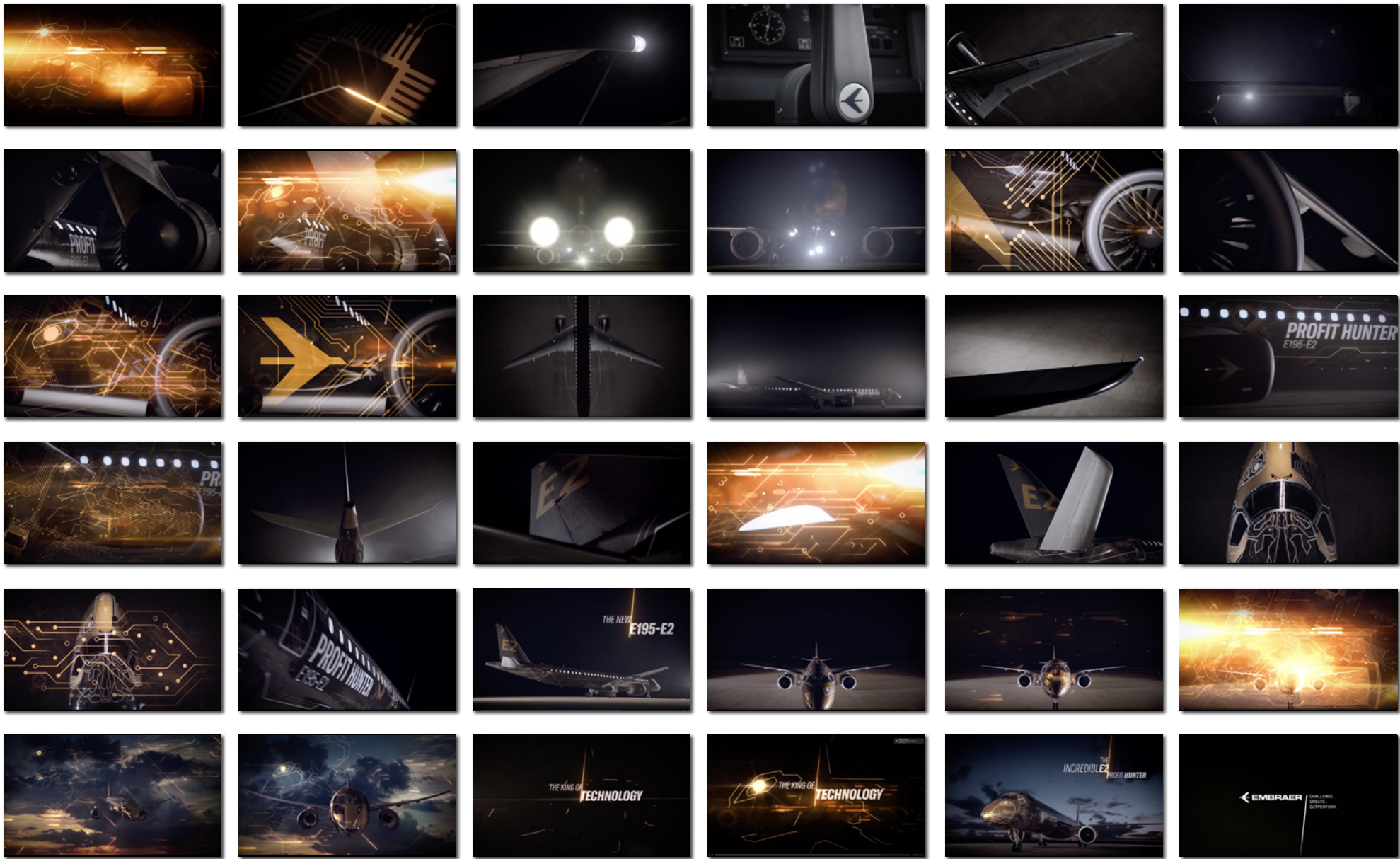


CDG Airport – Digital Displays





Tech Lion Launch Film





Frank Stevens • 3rd+
Vice President Global MRO Centers at Embraer
20h

The digital tiger is on its way to the Paris airshow. If you want to see this beautiful new technologically advanced aircraft and it's paint job you need to come to the show and watch it fly



288



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IncredibleE2.com

*compared to first-generation E195.



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CREATE.
OUTPERFORM.

Thank you

