

# AMADEUS

## Re-Branding & Business-to-Business

### Your technology partner

Amadeus is a computer reservations system (or global distribution system, since

it sells and processes tickets for multiple travel outlets) owned by the Amadeus IT Group with headquarters in Madrid, Spain. The central database is located at Erding, Germany. The major development centers are located in Bangalore (India), Sophia Antipolis (France), and Boston (United States). In addition to airlines, the CRS is also used to book train travel, cruises, car rental, ferry reservations, and hotel rooms. Amadeus also provides new generation departure control systems to airlines. Amadeus IT Group is a transaction processor for the global travel and tourism industry.

What is now known as Amadeus GDS has its roots all the way back to the Eastern Airlines days. Before 1990 and the pre-Internet era, major airlines had either their own or pooled with other airline reservation organizations that utilized their own software. During the 90s, airlines realized their core business was travel and travel technology but they didn't want to lose control of preferences in booking seats. American was first by utilizing its in-house system call SABRE and were quickly followed suit by TWA and Delta with WORLDSPAN while United had their spinoff called APOLLO.

When Eastern Airlines folded, Continental Airlines purchased many of its entities and one was the travel reservation organization called SYSTEM ONE. In the 90s, Continental partnered with Iberia, Air France, and Lufthansa to form what is now called Amadeus GDS. However, that transition took over three years and Prism Marketing was responsible for controlling the brand, positioning, and communications during that transition.

**Objective:** Branding Transition/Lead Generation

**Competition:** Sabre, Worldspan, Apollo

**Target:** Current/Prospective Travel Agents;  
Current/Prospective Corporate Travel Managers

**Summary:** Emotional-based advertising to achieve rebranding of distant third competitor for online travel reservations company. Double entendre slogan and powerful graphics to compel inquiry and trial.

**Media:** National Magazine, National Newspaper

**Results:** Increased marketshare to 31% from 18% and moved to second overall position. Increased leads from travel agents from an average of 5 per week to 74 per week.

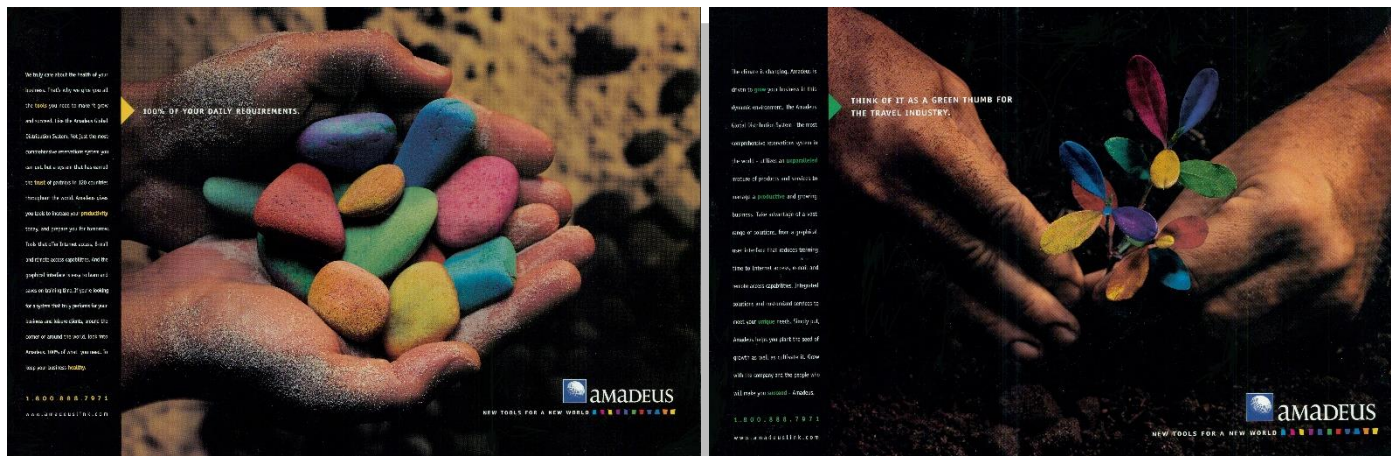






## Print Advertising (Year Two)

After overwhelming reception and a significant increase in leads from the year one campaign, the campaign took advantage of the equity from year one but changed the name and color palette to Amadeus. The logo changed to Amadeus GDS and the colors, along with the colored icons, were familiar to the target audience as specific travel tools i.e. air, hotel, train, cruise booking tools in the Amadeus system. There were color-coordinated brochures, sales sheets, and materials. The hands communicated nurturing and the growth of the relationships, momentum, and partner businesses.



## Collateral System

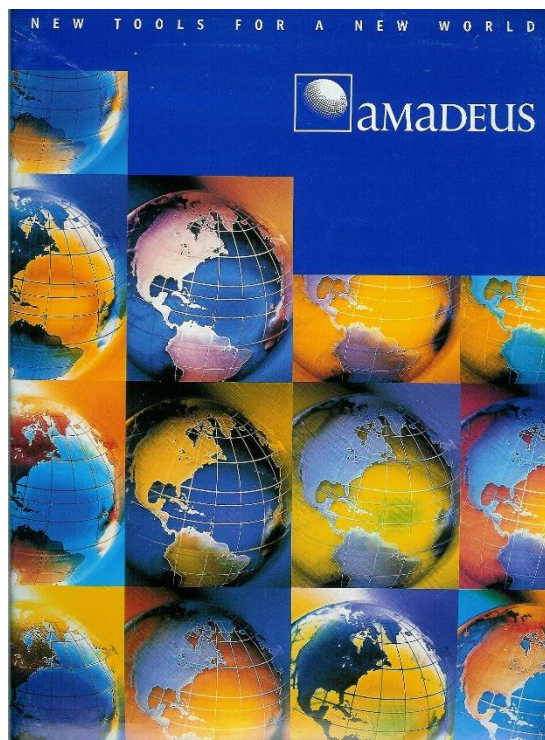
**Objective:** Drive trial by current and prospective customers to utilize the purchase complete portfolio of services offered by Amadeus, GDS

**Target:** Current travel agents and travel managers; Influencers, Prospective Customers

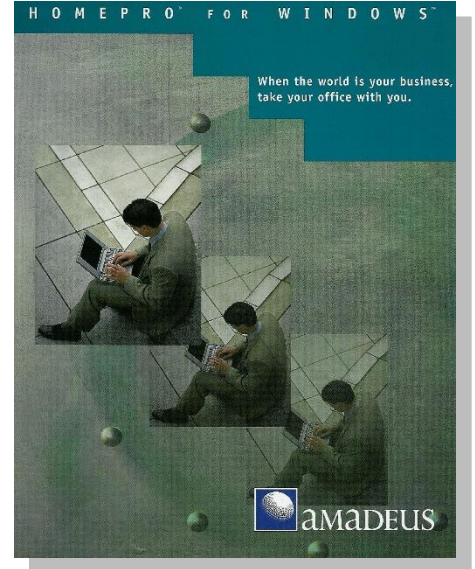
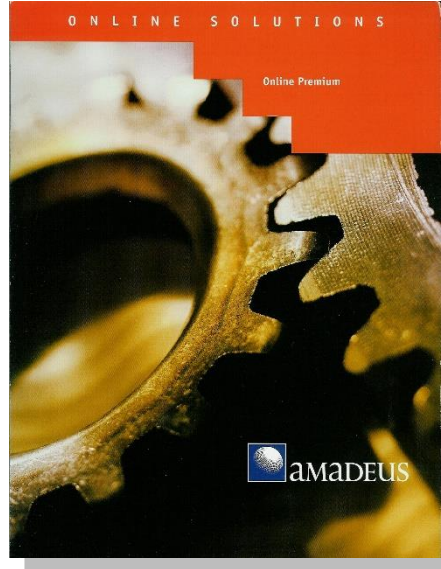
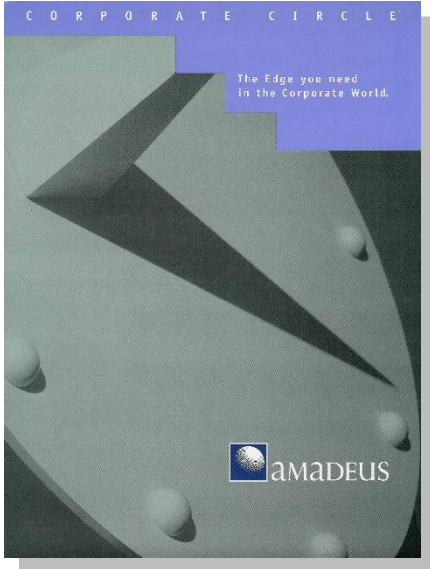
**Summary:** Amadeus was a new business unit and is very heavy with product information and tools for travel agents and corporate travel managers. Amadeus never had a cohesive system of product explanations or marketing items. We developed a complete, branded system of tools and a collateral system using colors and unique looks for flexibility and customized use.

**Elements:** Printed brochures, mini-brochures, email templates, direct mail and interactive CDs

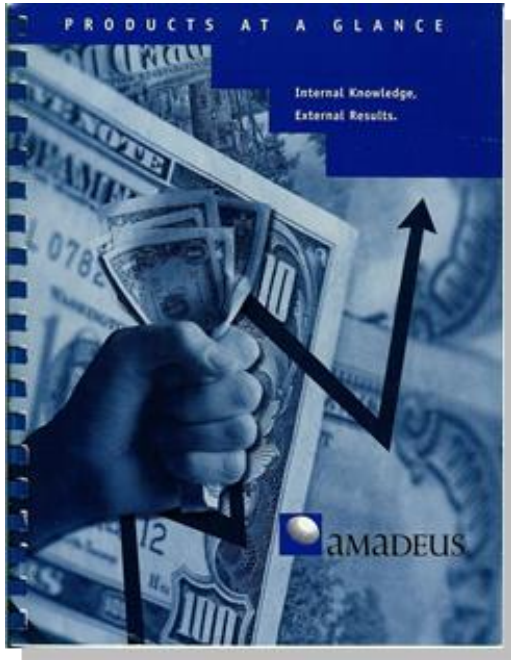
**Results:** Market share increased 20% by current customers for added revenue of over \$2.5 million dollars and leads increased from approximately 5 per week to over 100 over two years.



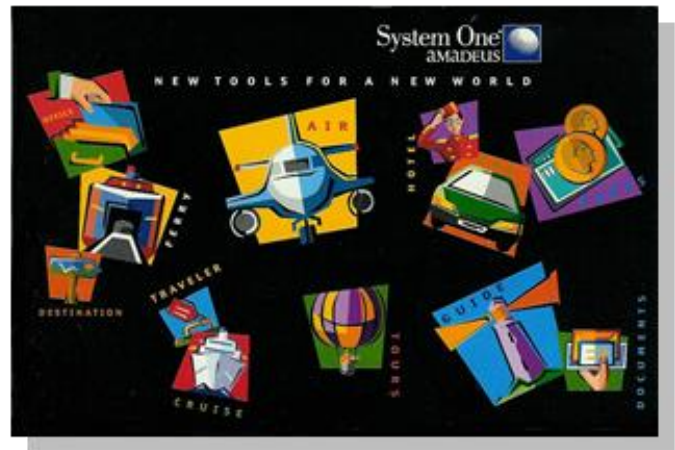
## Brochures for Collateral System



## Sales Support



Product Guide



Direct Mail Postcard



## Crisis Communication

All the momentum of the advertising campaign was quickly taken away shortly after the launch of the new company due to massive product and communication problems. The issues were a combination of poor training of salespeople, current, and new customers. The second huge issue was the transition into a different navigation architecture from a United States-based organization of information to a European-based methodology. The issues were literally shutting down travel agencies due to a lack of functionality and understanding of the Amadeus system. The organization had to put into action a crisis communication program to talk about the issues, progress on the solutions, and convince the agencies to continue to do business with Amadeus. The result was a net increase of customers with less than 1 percent attrition of current customers. Elements used were a large-format question and answer brochure with "straight talk" answers to the issues and glimpses of future functionality. It was reinforced with a weekly electronic newsletter of progress and new functionality of the new tools for a new world.

**EXPERIENCING IS BELIEVING** As business owners, we are all aware of the dichotomy between managing for the long or the short term. We know that what is good for the long term can be bad in the short term and vice versa, and we hate the trade-off! Ultimately though, you only stay in business if you make good long term decisions. For System One AMADEUS and its customers, that meant considering our customer base to the optimal AMADEUS system. Given the magnitude of the consequences of that decision, it was very hard to say that nearly everyone - System One AMADEUS employees, our customers, business owners, even our competitors-agents that for the long term, that is a great decision. However, as I go around talking to customer after customer, their concerns are about the short term. They want to know what it's going to be like for them immediately after their consolidation. They want to know whether the improvements found in the system are worth the retraining and the changes in how some of the work is done. At System One AMADEUS, we've done our very best to tell you all we can about this new system. We've told you it's the most comprehensive worldwide Global Distribution System in terms of features and functionality. We've told you it will help you compete in your markets more effectively. We've told you AMADEUS is an investment in your business, and that we're committed to you, your customers and your future growth. But telling you about all these benefits is meaningless if you haven't experienced them for yourselves. To put things in perspective, think back to the first time you ever used a computer mouse, for example. Faster, easier, more productive - you probably did not, nor could not - appreciate those benefits until you got accustomed to using that little gray thing yourself - am I correct? And probably now, the majority of you wouldn't go back to a function key if your life depended on it! It's the same with AMADEUS. In this brochure, we have presented in an easy-to-follow manner, what you will have available to you in the AMADEUS system. We also have included a section designed to help you experience its benefits through the eyes of other travel professionals. These people are just like you except for one thing: they've already done what you are about to do. They are people who were wary, frustrated or intimidated going in, but they studied, prepared, persevered, believed - and in the end, decided for themselves - that AMADEUS is a better strategic choice. I invite you to learn from the experiences of others, to apply their advice and expect to receive the benefits of AMADEUS. Like these customers, you'll be glad you did. **BILL DIFFENDERFER - PRESIDENT AND CHIEF EXECUTIVE OFFICER**

**From where we stand, our view is clear.**

**Help is only a call away.**

**See Page...**

- 1. Introducing Project Vista
- 2. Amadeus Global Distribution System at a glance
- 3. How Vista fits in your world
- 4. Amadeus' Proactive Utility Tools

**Help is only a call away.**

**See Page...**

- 1. Introducing Project Vista
- 2. Amadeus Global Distribution System at a glance
- 3. How Vista fits in your world
- 4. Amadeus' Proactive Utility Tools