



*Media Plan for Cagliari Airport
Promoting the routes Cagliari-Malta-Cagliari during Summer 2020*

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- Air Malta facts
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 - Introducing Airmaltaholidays.com
 - Promoting the route Cagliari - Malta
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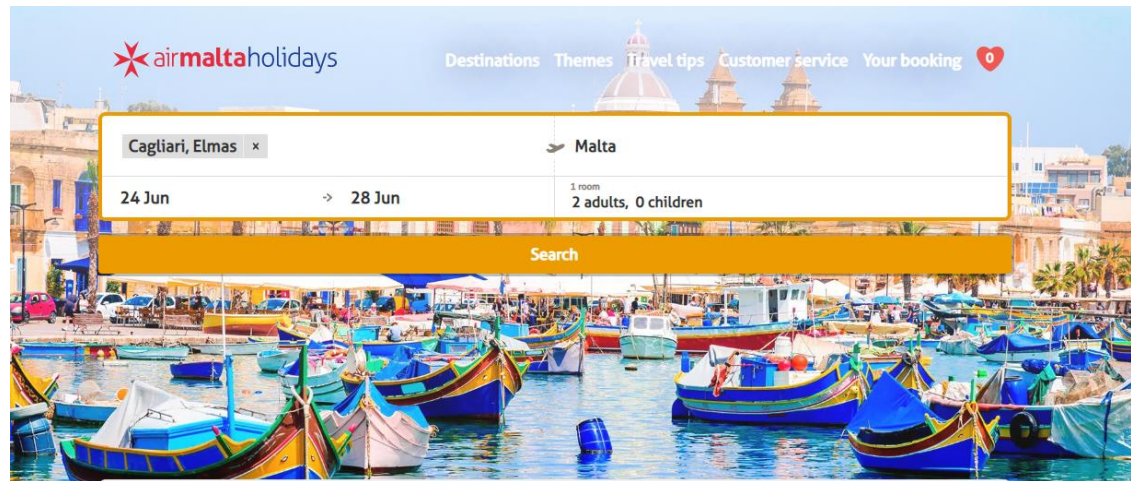
Cagliari – Malta route during Summer 2020



After the launch in 2018 of the route Cagliari-Malta, for the Summer 2020 the schedule will be the following:

- Flights from 3rd June till 30th September
- 2 weekly flights on Wednesday and Sunday

Introducing Airmaltaholidays.com



- Air Malta Holidays (<https://airmaltaholidays.com/it>) is the new inbound package holiday arm of the Airline. The portal started offers a one-stop-shop combining Air Malta flights with the best hotels in Malta at great prices.

- For example, prices for a package made by a flight from Cagliari + hotel in Malta start from 245 Euros per person (from 24th to 28th June, 3* hotel).

Promoting the route Cagliari-Malta

- Targeting Gen Z in Sardinia to promote Malta as a summer destination for parties (music festivals) and English schools

- Targeting Adults segment to promote activities/culture/food/events
- Promoting Airmaltaholidays for competitive prices



Promoting the route Malta-Cagliari

- Promoting the whole Island as a destination for the summer with mountains, parks, cities, sea and beaches

- Targeting Adults and Millennials



Media Proposal



Ambient Media: Newsletter



Contents:

- Newsletter dedicated only to the routes to promote (Cag-Mla and Mla-Cag)
- Extensive coverage
- Call to action to the booking page

Value of the action:

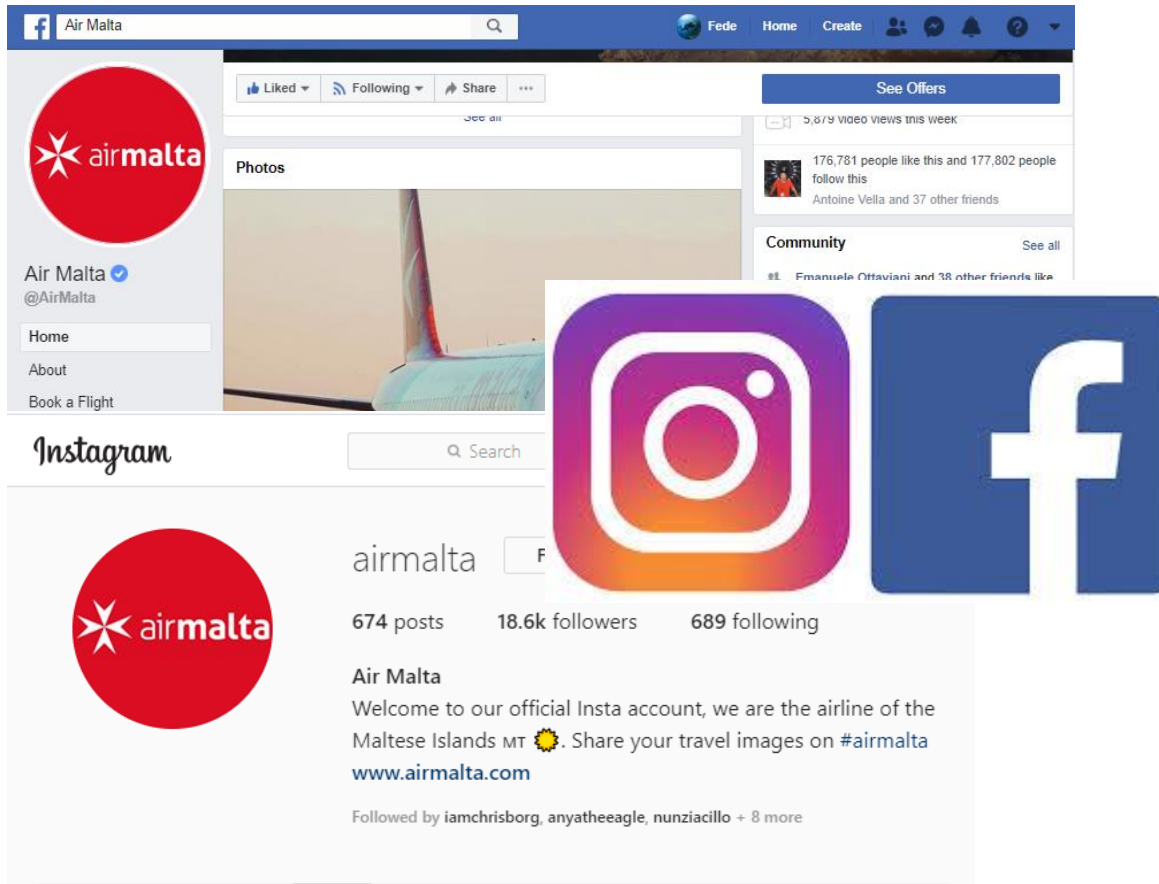
3,500 € for sending 4 newsletter (2 for Italy + 2 for Malta) to a db of +250.000 subscribers.

Sent on:

- April, May*

*period may vary accordingly to promotions, or interest shown by the users

Ambient Media: Air Malta Social Media + Content



Sharing dedicated contents on our Social media channels:

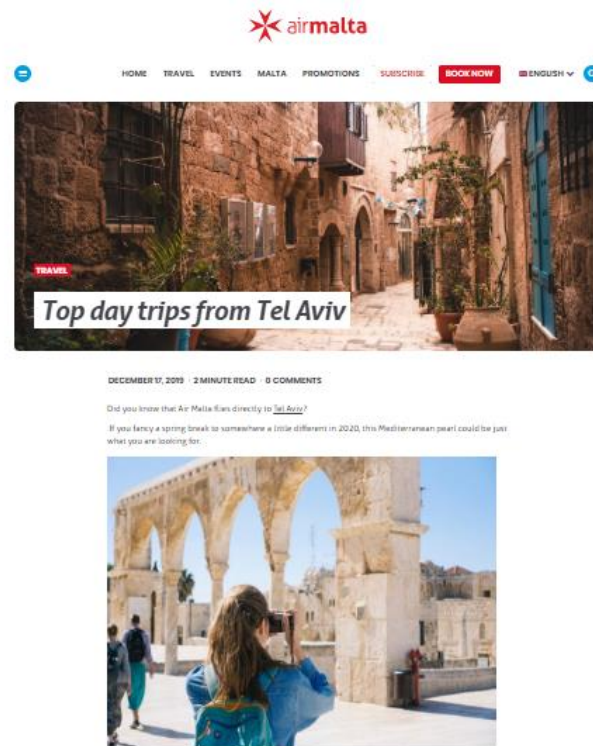
Facebook: 176,781 likes

Instagram: 18.6 k followers

Frequency: 2 times (April and May*) for both Fb and IG

*period may vary accordingly to promotions, or interest shown by the users.

Ambient Media: Air Malta Social Media + Content



Dedicated content about a trip to Cagliari/Sardinia from Malta, to be shared on our Social Medias

Publication: April/May*

Value of the action: 4,000 €

*period may vary accordingly to promotions, or interest shown by the users.

Ambient Media: “Bizzilla” inflight magazine

Il-Bizzilla

THE AIR MALTA IN-FLIGHT MAGAZINE



- 1 dedicated article to Cagliari.
- 2 Adv

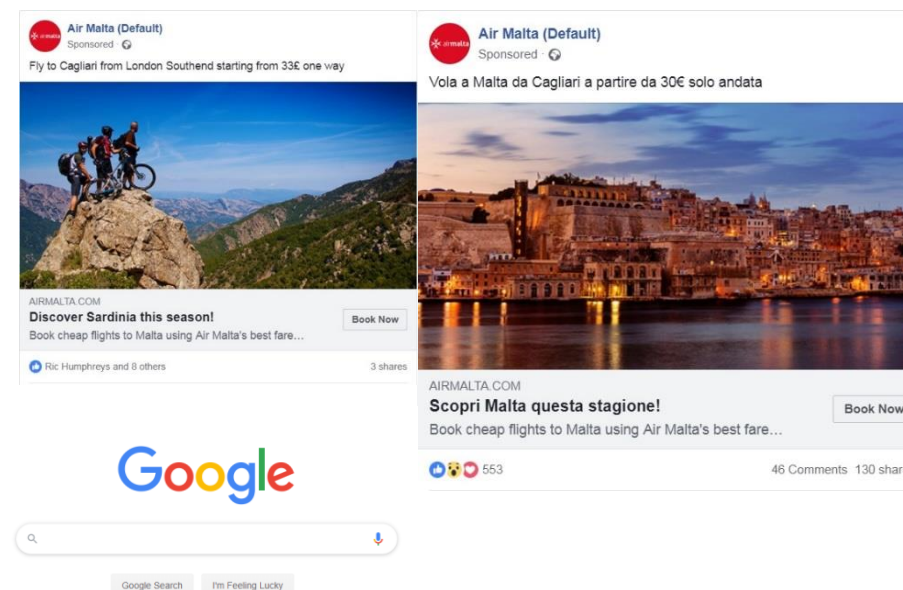
Publication: April/May*

Value of the action: 2,500 €

*period may vary accordingly to promotions, or interest shown by the users.

Facebook and Google Campaigns

Media	Routes targeting	Cost
Facebook	Malta – Cagliari & Cagliari - Malta	EUR 3,500
Google	Malta – Cagliari & Cagliari - Malta	EUR 3,500



Vola a Malta in autunno | A partire da €30 solo andata | Vola a Malta da Cagliari
www.airmalta.com

Vola con Air Malta da Cagliari. Scopri Malta a partire da soli €30. Vola con Air Malta da Cagliari. Prenota ora

Direct Flights to Cagliari | Non-Stop Flights by AirMalta | Starting from €30 One Way
www.airmalta.com

Discover Sardinia in this season! Direct Flights to Cagliari. Fly from Malta to Cagliari from €30.

Influencer marketing targeting GenZ

- The idea is to target the Gen Z and Young Millennials (20 – 30 y.o) in Sardinia (Cagliari area) to promote Malta as the perfect destination for the summer for two main reasons: Music Festivals (some of them are free) and for learning/practicing English.
- To reach this target – which is not so easy to reach and to persuade – the idea is to do some actions with a specialised Media Agency (<https://www.cimiciurri.it/>) based in Italy.
- Cimiciurri is a creative media agency specialised in communicating with Gen Z and young Millennials on digital, social network, events and traditional media.
- Cost of the action: 5,000 Euro.



L'Unione Sarda Newspaper

Media	Planning and format	Cost
L'Unione Sarda paper magazine	Footer or column for 6 publications	EUR 3,000



Thank you!

