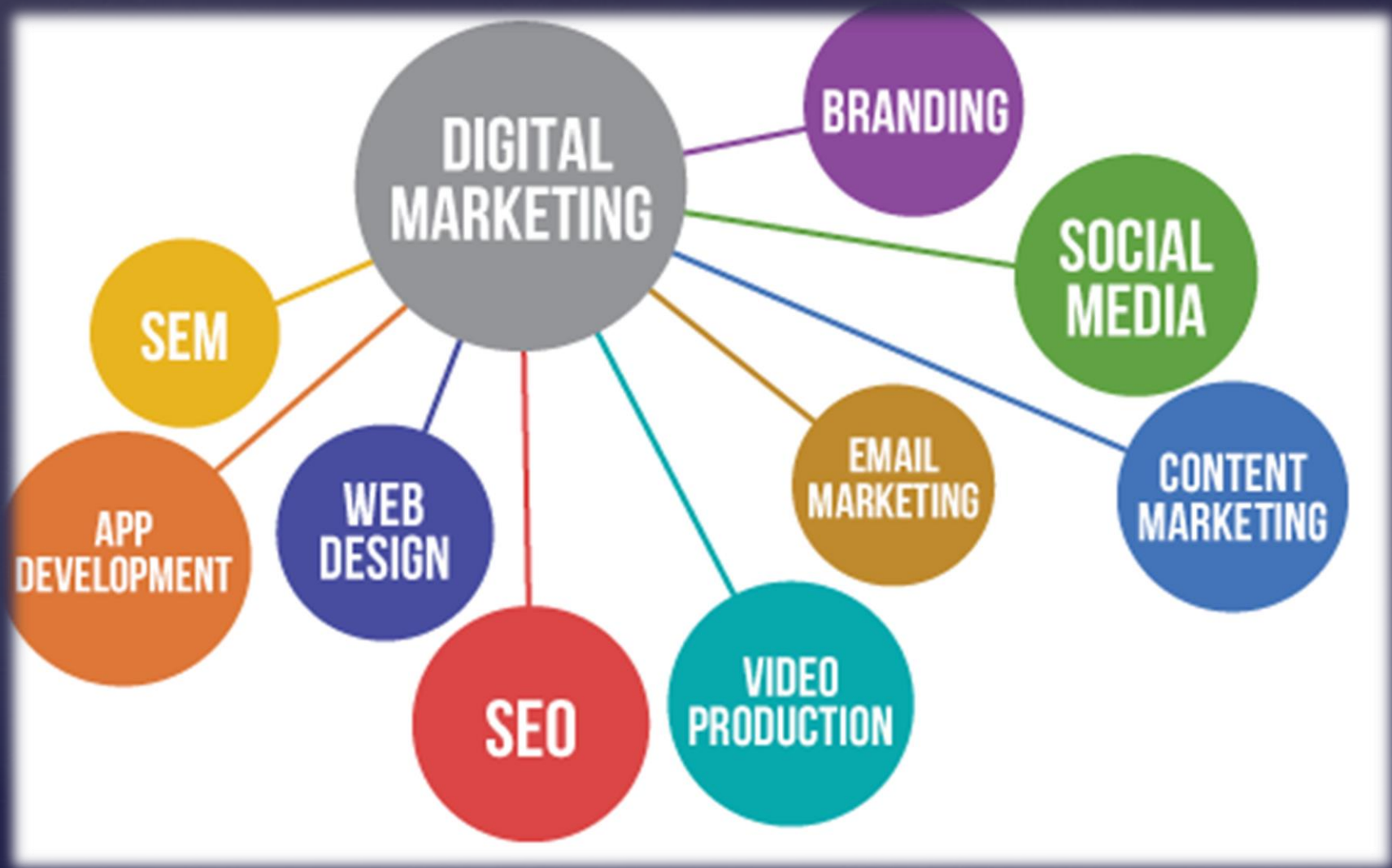


Digital Marketing/Commercial Korean Air

2016 and beyond



Concept of digital marketing



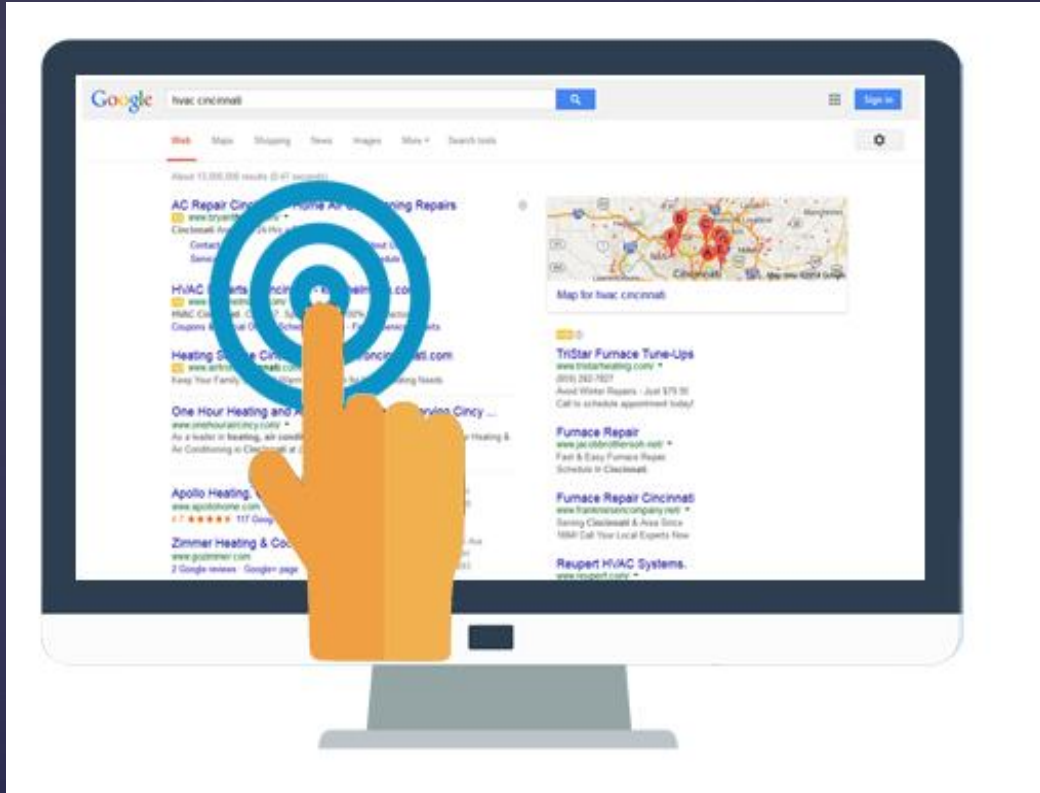


DIGITAL MEDIA MARKETING TRENDS

Live Video Streaming



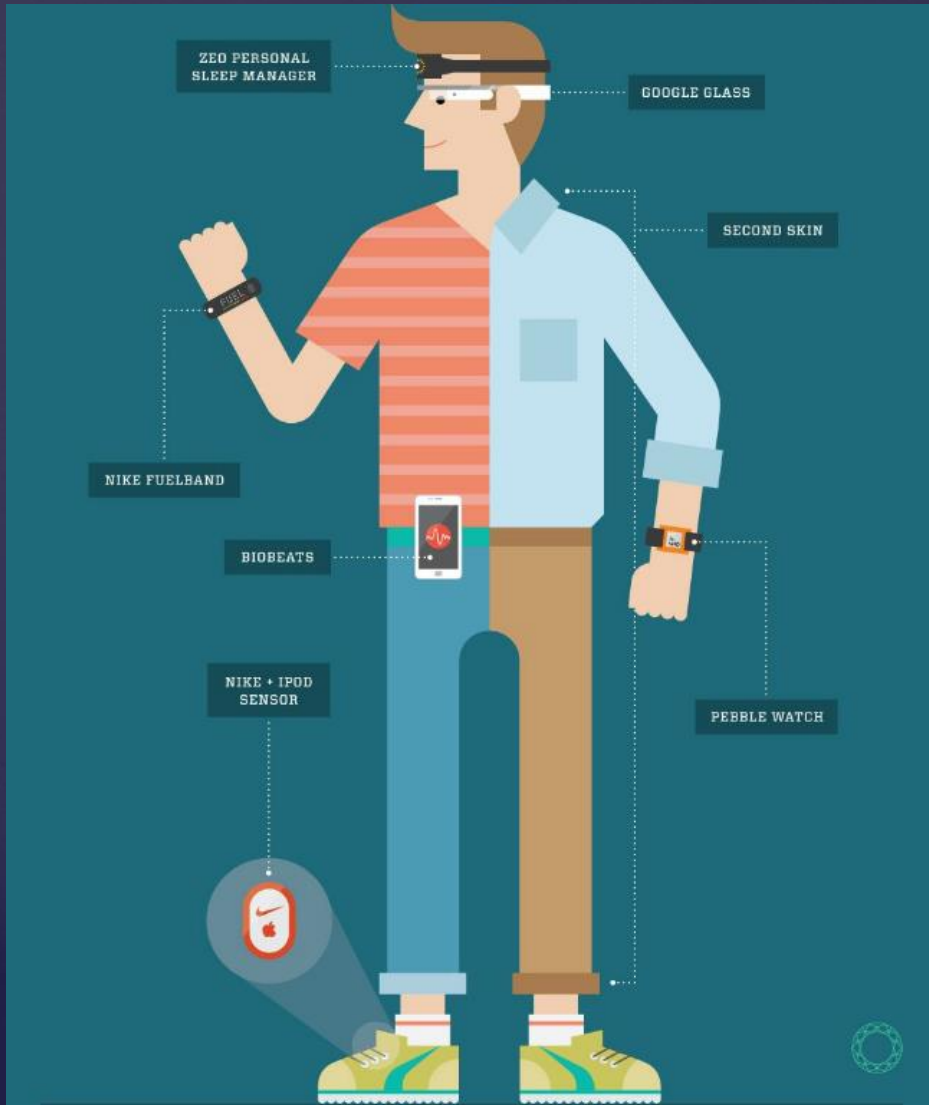
Pay per Click Marketing



Pay-Per-Click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

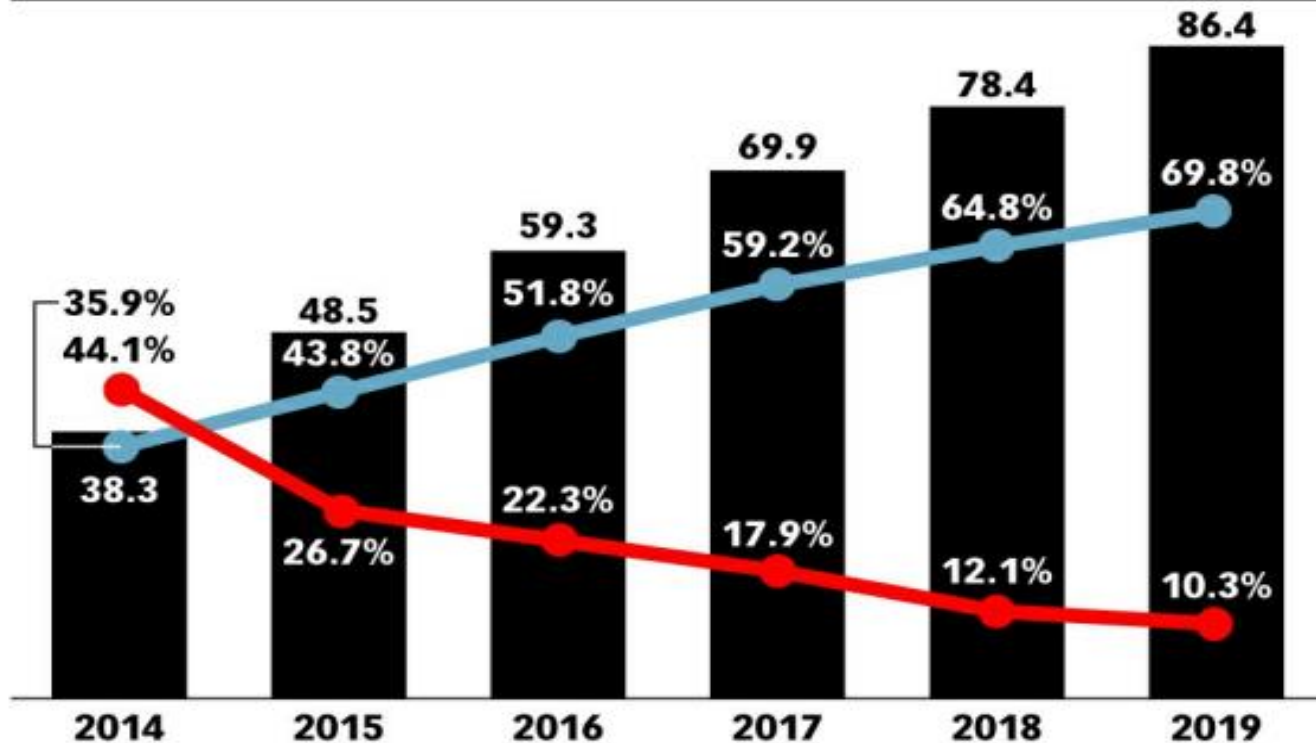
Wearable Technology



Mobile Travel Bookers

US Mobile Travel Bookers, 2014-2019

millions, % change and % of digital travel bookers



■ Mobile travel bookers ■ % change ■ % of digital travel bookers

Note: ages 18+; mobile device users who have booked travel via mobile device at least once during the calendar year

Source: eMarketer, Nov 2015

Airline Industry



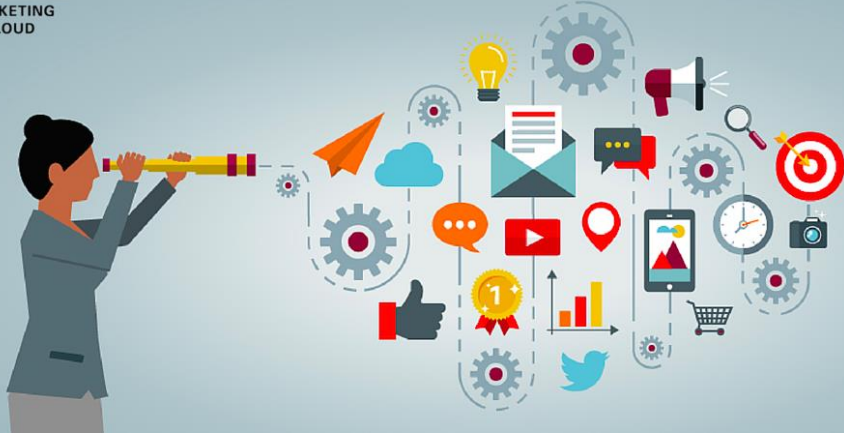
Jet Blue

Take flight.



Jet Blue (Cont.)

ORACLE
MARKETING
CLOUD



twitter
Marketing

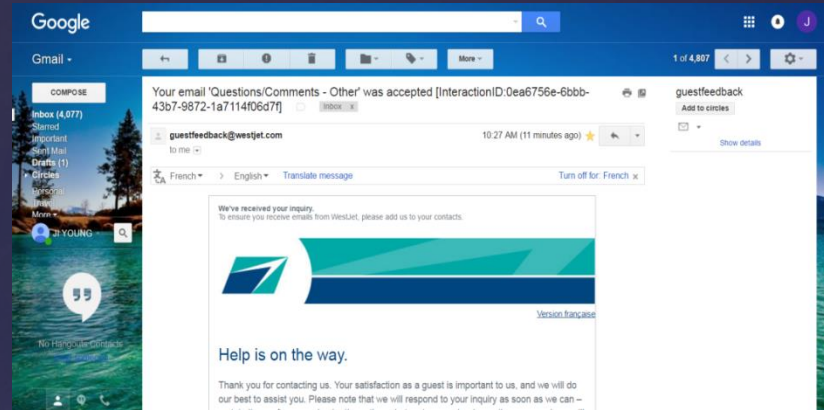


West Jet / Southwest Airlines



Adobe® Marketing Cloud

- ANALYTICS
- CAMPAIGN
- EXPERIENCE MANAGER
- MEDIA OPTIMIZER
- SOCIAL
- TARGET



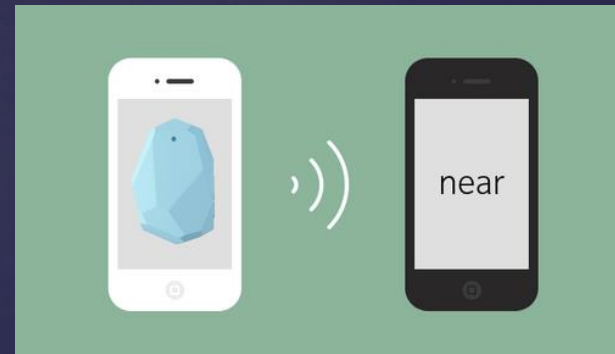
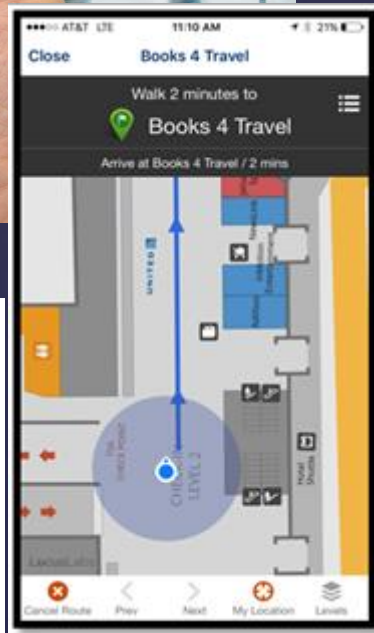
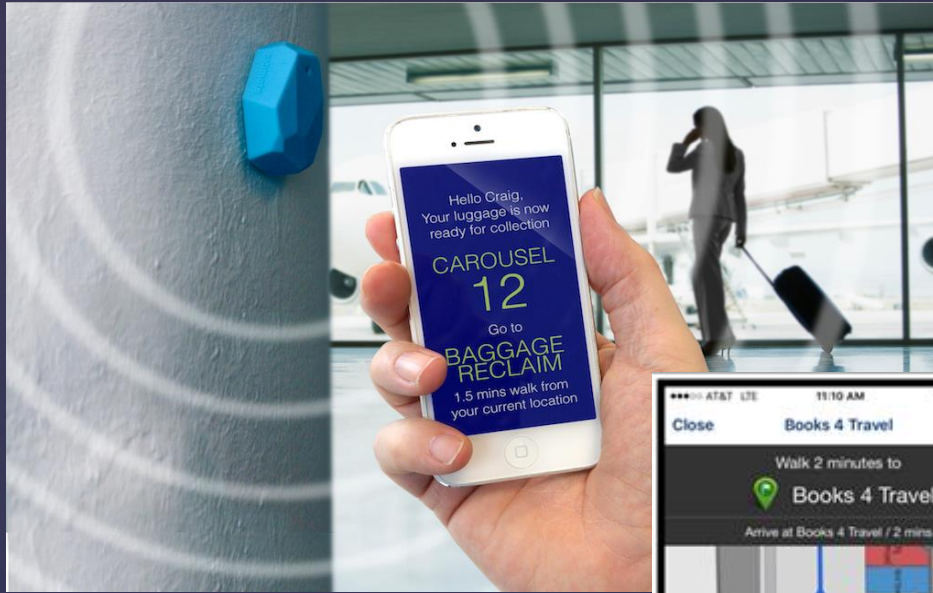
Going above and Beyond



Data Protection and Cyber Security



iBeacon



Let Customer be the marketer



Customer
Experience
Marketing

Excellence in Flight

