



easyJet

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PROJECT
Christmas ad campaign

+ INFO
With this campaign we want to relate easyJet and Christmas. So we want to fill, at airports, easyJets baggage transport vehicles with gifts, transport ribbons too, and even check in queues, etc...





Sarah, 8-year-old

Last Christmas, at her aunt's house in Barcelona, Santa just bring her a 10 colours pen as a present.



Every Christmas, when you come back home,
"to put everything in the suitcase" does not support "to be a good aunt".
So this holiday season, if you travel with easyJet,
any object you bring us gift-wrapped, will be checked in with no surcharge.

Let every uncle know!

www.damnsanta.com

easyJet

Promotion valid from **20 December 2012** until **6 January 2013**. We only accept packages not exceeding 5 kg and gift-wrapped as traditions commands.
In no event shall we be liable for any damage, either on paper or in the objects filled into the package.

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PIECE
Print ad



www.dedondevienenlasideas.com · www.wheregoodideascomefrom.com

Ashley, 6-year-old

Last Christmas, at her
uncle's house in Barcelona,
Santa just bring her a
Rubik Cube as a present.



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Cheap flights – Book cheap flights to Europe... +

www.easyjet.com/en

English [Change] Welcome Sign in or Register

easyJet

Check in online Manage bookings eOffers Latest Travel Info Customer Service

Flights
Check-in online
Arrivals & Departures
Manage bookings

Accommodation
Hotels

Transport
Europcar car rental
Airport parking
Airport Connect

Holidays
Beach holidays
City breaks
Ski holidays

Essentials
Allocated seating
Business Travel
Cookie policy

John, 8-year-old
Last Christmas, at his aunt's house in Stockholm, Santa just bring him a vinyl of Abba as a present.

Barcelona London Southend
July
£37.80

Barcelona London Gatwick
July
£38.68

Barcelona London Luton
July
£46.66

Barcelona London Southend
August
£67.05

*Prices shown are per person based on two people flying on the same booking.
Fees & charges may apply. Min 4 seats available per flight, one way incl. taxes.

Where are you going?

Flying from
Barcelona BCN

Going to

☐ One way only ☐ Flexible on dates

Outbound: 02/04/2013 Return: 05/04/2013

Adults: 1 Children (<16): 0 Infants (<2): 0

Show flights!

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SUMMER BREEZE
Pay 2 weeks before you go
Find out more

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Book now and save

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T&Cs apply

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PIECE
Banner



QR codes and banners drive us to a mini-site dedicated to inform properly, about the gift that a nephew, son, grandson or grandchild, in turn, want for Christmas.

This site is focused on parents of children. From it, they will send fun emails pretending that were wrote by the grandson / son / nephew / godson. It consists on a predefined template where using a combo button (grey areas on the following page) users can choose some different options.

Although the website content can be read by children, a safety captcha device, with questions that only adults can answer, will make a barrier to avoid the use of the website by children under 10.

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PIECE
Mini-site



Dear aunt Anna,

I am pleased to inform you that this year, easyJet will let you check in the presents (note the plural here) I want for Christmas, wich Santa bring me at your home, for free. I hope not care you, based on that you have a very good job,¹ I ask you the more expensive gifts.² Principal points of the memo clarified, I write you the list of things I want.

- Barbie rizos de oro
- Mansión Barbie Malibú

Post Scriptum: If you have any trouble or consult to do, please speak with your sister, I'll be very busy watching cartoons on TV.

1

- A very good job away,
- A rich husband/wife,
- A bright future,
- You desired my entire happines,
- Etc.

2

- Most expensive
- Bigger ones
- Que pitjor sé pronunciar (però per això saps idiomes)
- Etc.

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PIECE
E-mailing

