



APOGROUP

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flydubai Case Study



OBJECTIVE

Enhance flydubai's visibility across various African markets and Increase opportunities for the airline to share its brand values and services to a wider population (Uganda, Kenya, Burundi, Tanzania, Somalia, Democratic Republic of Congo and Eritrea)

STRATEGY

We implemented various communication strategies including

- Strategic advisory, press release distributions, timely monitoring and crisis communication management.
- Event organisation and management working closely with local partners and suppliers in each country.
- Organising and managing physical press conferences, inviting, and managing journalists.
- Dedicated APO Group project managers coordinating media engagements and interviews on the ground

SERVICES

A series of 8 successful inaugural events and 2 press trips 10 – 20 Tier 1 media attendance. Each of flydubai's key markets and the coverage from all events was tremendous. This was a reason the client kept renewing the contract each year for 5 years in a row. flydubai's network increased in Africa and grew to 13 destinations across 10 countries by the end of 2018