

MONARCH AIRLINES TELEVISION ADVERTISEMENT



Monarch Airlines, known for being a leader in providing leisure airline services, has plans to display its first ever television advertisement campaign. The television advertisements will first display on television on July 9th and the purpose of the advertisements is to help encourage the customers to take the dust off of their suitcases and come enjoy a leisurely flight. The advertisements also point out how cheap the flights are, even flights that will take customers to exotic destinations like the Mediterranean. The advertisements last for a total of 30 seconds and will air on the television for a total of three weeks. This particular advertisement will be displayed on television but will also be supported via social media and online advertising as well. The purpose of the advertisement is to help Monarch Airline to grasp the attention of customers so that they know what this airline has to offer in terms of its products and services. In fact, the airline is known for traveling to hundreds of destination, which includes places like France, Spain, Turkey, Italy, Germany and more. People looking to travel to a different destination and explore the world will appreciate the affordability of Monarch Airlines but many do not know about the airlines, which is the point of the advertisement campaign. The Managing Director for Monarch Airlines, Kevin George, says that he is delighted for these advertisements to be displayed, as this is the first time that Monarch Airlines will have displayed any advertisements on television before. George says that the campaign is all about gaining customers and showing them that when it comes to traveling they have options and choices. It is also a way to show customers how much the airline company appreciates its customers, offering exemplary customer services to all. George believes that because the number of scheduled destinations available continues to increase, it is important to highlight these different trips in as many different ways as possible which is why Monarch Airlines, an airline that still operates under the name it started off with, is now relying on television advertisements. Along with the ability to book affordable flights to hundreds of different destinations, customers of Monarch Airlines will also be able to use MFlex. This allows customers to enjoy flexibility when they are scheduling and booking their airline flights. Basically, after the customer books a flight, they have up to two weeks to make one adjustment if need be. Adjustments may include changing the date or even changing the route, ultimately whatever it is that the customer needs to adjust can be done within that time frame.