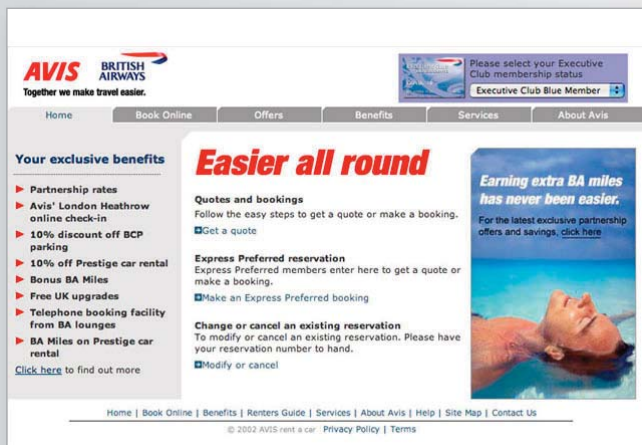


avis + british airways partnership



A specially developed site to promote the customer benefits of the partnership between Avis and British Airways. The site recognised returning visitors automatically, delivering tailored offers and benefits based upon the user's Executive Club membership status. Taglab Publisher was used to control when offers were presented, and to whom.

the brief

British Airways customers who book Avis car rental are entitled to collect BA Miles and qualify for discounts. However, claiming these discounts is not simple - the passenger must remember to enter discount codes at the time of booking. Our brief was to develop a partnership site, access via ba.com, that effectively communicates the benefits of the partnership to BA passengers.

insight

The objective of the Avis British Airways partnership is to make travel easier. The partnership microsite needed to focus on delivering this proposition. Since it was not possible to integrate the functionality of the Avis and British Airways sites, the microsite should provide the "glue" that makes the transition between the two sites feel as seamless as possible.

solution

Taglab developed a microsite with "remember me" cookie functionality, that stores which tier of the Executive Club each passenger belongs to. This ensures that the correct offers and benefits are shown. All links from the microsite to the Avis booking engine then pass the correct parameter for the AWD discount code, eliminating the need for users to enter a code each time they book.

results

Online partnership bookings increased significantly as a result of the new site. An above the line advertising campaign used the microsite URL as its call to action. Using the content management system, Avis was able to communicate targeted tactical offers to Executive Club members.

To find out more about Taglab, and our web design and build services,
call 0207 183 3600 or visit www.taglab.com