

JAL's SoLoMo Strategy

- Get-to-Grips with Effective Mobile Marketing Strategies -

26th Feb. 2014
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Vice President
Web Sales & Marketing
Japan Airlines



Our purpose is Maximizing Customer Experience



Create Demand



Pre Flight

Convenience

Daily Life



Destination



- A Day in the Life -

Touch Points for Customers



In-Flight



Airport

Sharing of Interests
(Harmony)

Efficiency

FY2012~2016 JAL Med-Term Management Plan



*Customer Satisfaction
No.1
by FY2016*

*10% or above operating margin
for 5 consecutive years and 50%
or above Equity ratio in FY2016*

*Safe operations
as the leading company
of safety*

Basic Policy for Sales and Marketing

**We have set personalization and Web interaction
as our top priority and will optimize
our sales channels to maximize revenue.**

***Our mission is directly connected to
Corporate Strategy itself.***

◆ Web Brand No.1

**◆ e-Commerce
Revenue
◆ Shift to the Web**

**◆ Flight
information
24 x 365**

History of JAL e-Commerce



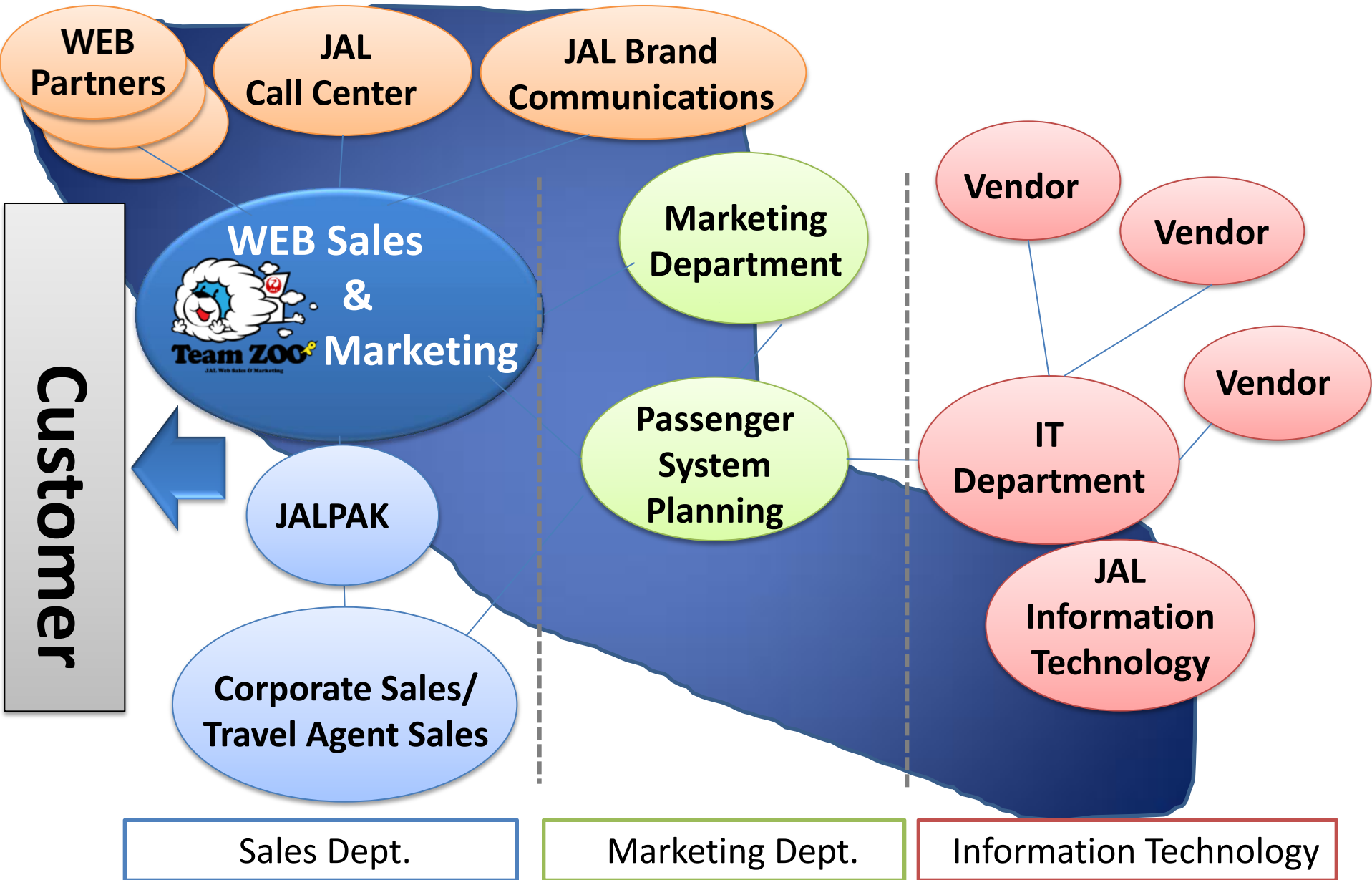
e-Commerce &
Mobile
launched

Airport service
on WEB

Social &Local
&Mobile

1995	• www.jal.co.jp launched
1996	• Internet Domestic booking service started
1997	• Internet International booking service • JMB mail magazine started
1999	• JAL ONLINE for corporate launched • Mobile i-mode booking service started • e-travel for package tour launched
2000	• One to One service on www.jal.co.jp started • Cash payment at Convenience store
2005	• JAL IC Check in service started
2008	• QuiC Tap&Go service started
2011	• JAL Official FACEBOOK launched • Smartphone App started (Airport-Navi etc)
2012	• www.jal.co.jp renewal • JAL on YouTube launched • JAL Official Google+ launched
2013	• JAL Smartphone site renewal

Web Sales & Marketing (2010.12. ~)

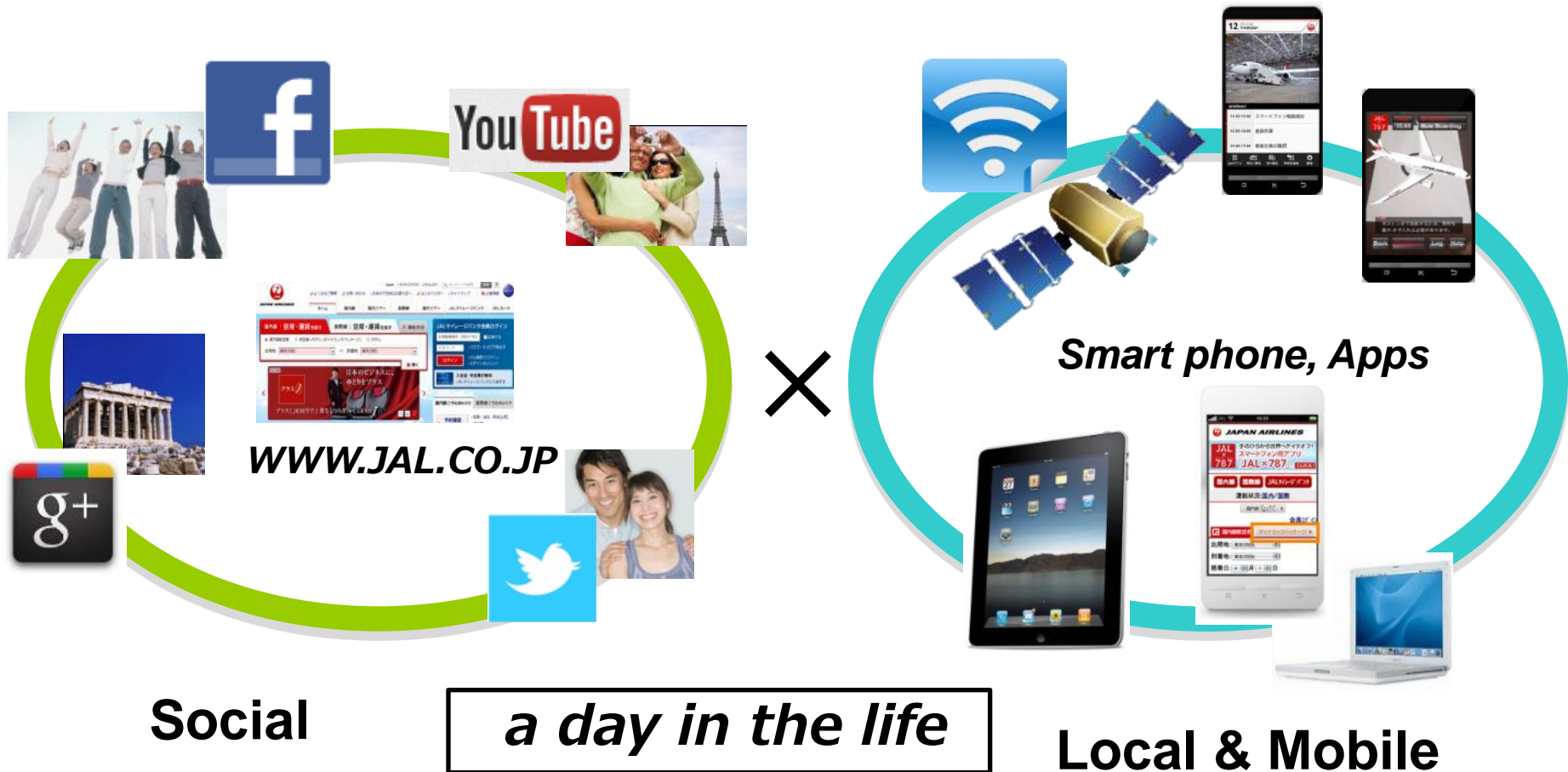


Social & Local & Mobile as an important key driver



JAL recognizes the significance of emerging SNS, Local and Mobile service models around the world.

We'd like to cover every touch point of customers by SoLoMo.



Smart phone site



Design was renewed in MAR 2013

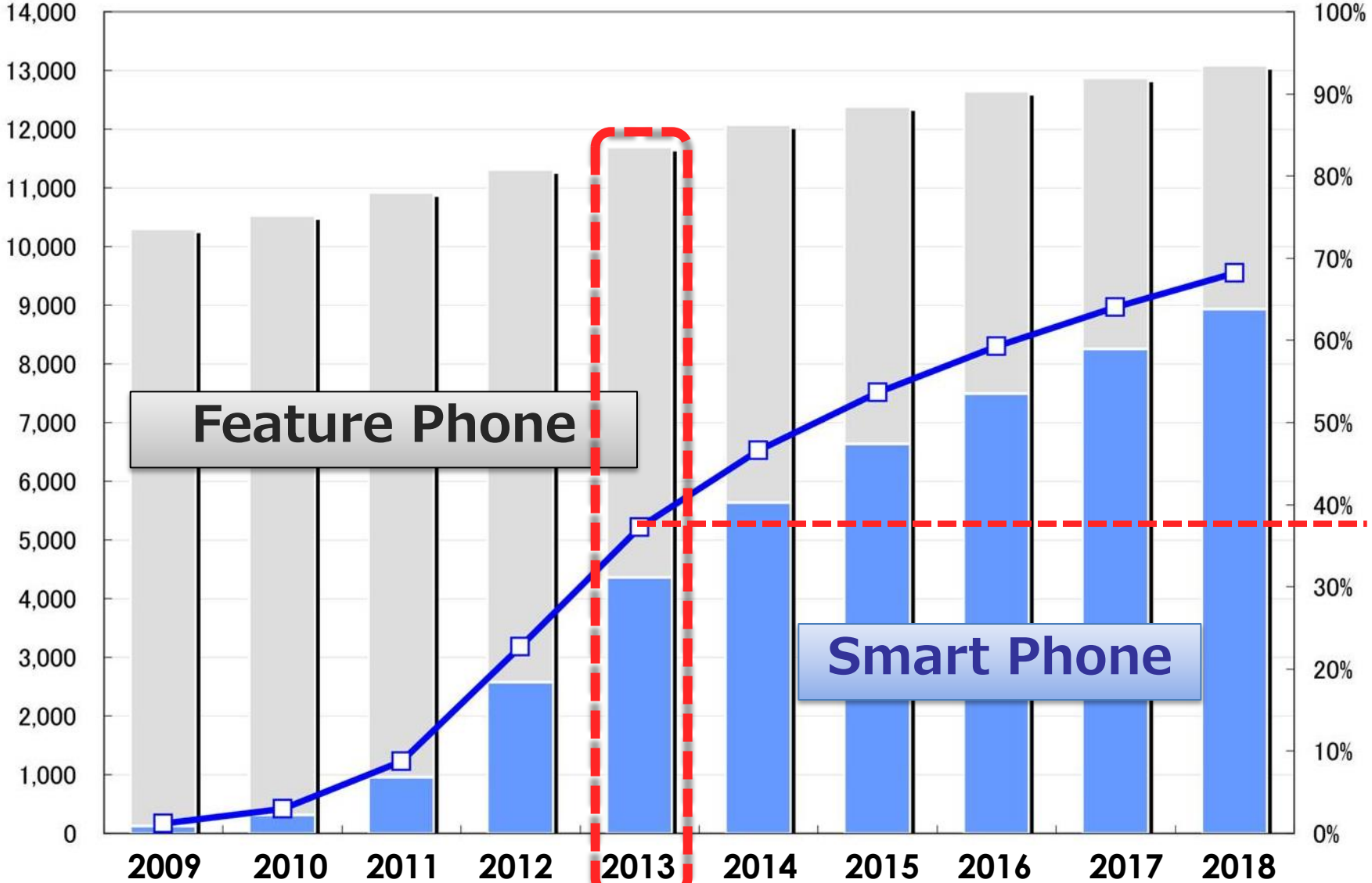
Japan Mobile phone usage



Mobile device unit operating in Japan market

(Number of spread)

(Rate of spread)



Feature Phone

Smart Phone

Traveling style with Smartphone



JAL AiRport navigation

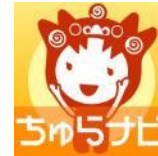
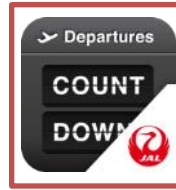


- Navigate inside the HND airport
→ 2D MAP mode and 3D AR mode
→ From your position to your gate

- Airport facility
→ smoking area, toilet, and other...



- Linked from countdown
→ Countdown app will hand over your departure gate so the navigation will direct you automatically



- Countdown the remaining time for the flight
 - JMB member will automatically retrieve the reservation
 - Guest member can also use it by setting the flight manually
- Display the latest flight status
 - sync with web information
- Sync with other App
 - Launch QR code for boarding
 - Launch navigation app to gate
- Real time information
 - Flight status information
 - Gate boarding status information

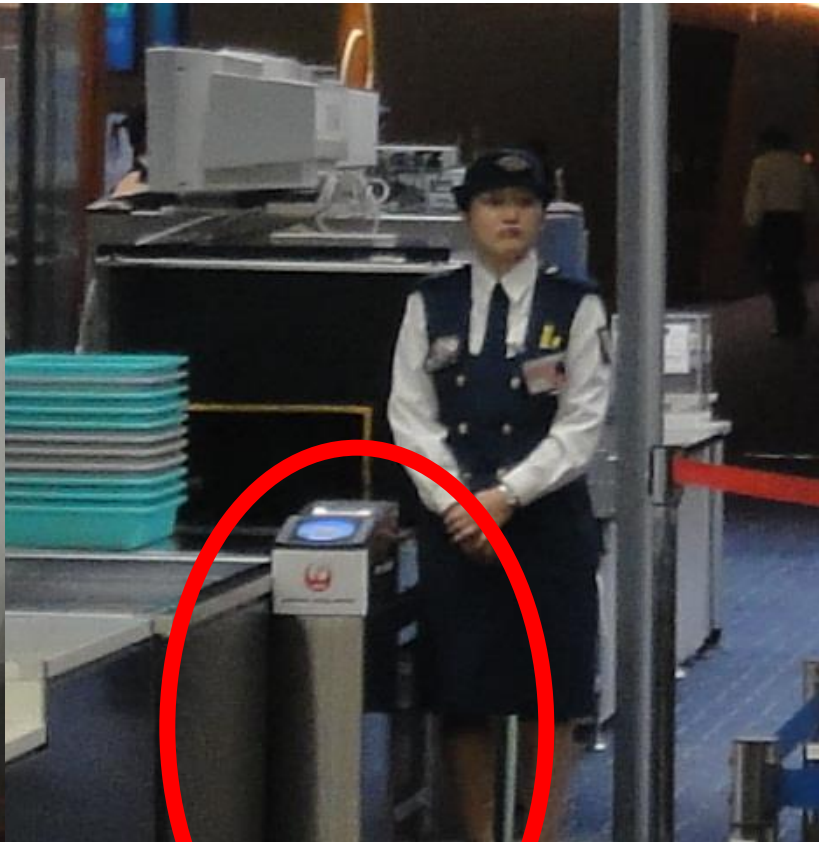
Security Gate

JAPAN AIRLINES
 ご搭乗案内
 Boarding information slip
 -----この控えは着地までご携帯ください-----

オオソラ タビト様 0002
 ◆出発地 DEPARTURE ◆行先 DESTINATION
東京 ⇒ 大阪
 TOKYO OSAKA
 ◆便名 FLIGHT
JAL 163 本
 ◆機内座席 IN-FLIGHT SEAT
16 14A
 ◆出発時刻 DEPT. TIME ◆出発日 DATE ◆出発時間 FARE TYPE
 07:30 12/30 OW
 ご搭乗口へは10分前までにお越しください

これは搭乗控えです 搭乗口では保安検査場と同じ
 JAL-ICまたは2次元バーコードをかざしてください

Reservation 33



Domestic Quic X McDonald's Campaign

Period extended

Departure date:
 between July 1, 2012 and September 30, 2012

Convenient flying with Quic
 Get a free McDonald's coupon when you use Quic!

 Big Mac Meal	 Chicken crisp
 Premium Roast Coffee (hot or iced)	 A new way to board JAL domestic flights

QuiC Navi (Flight Navigation)

Summarize all information for your next flight

Dedicated for Smartphone



Boarding QR, and flight status. Able to upgrade by paying difference.



Live video feeds from all airport for weather check.



Live picture of security lane.

JAL Online Branding



◆ Web Brand No.1

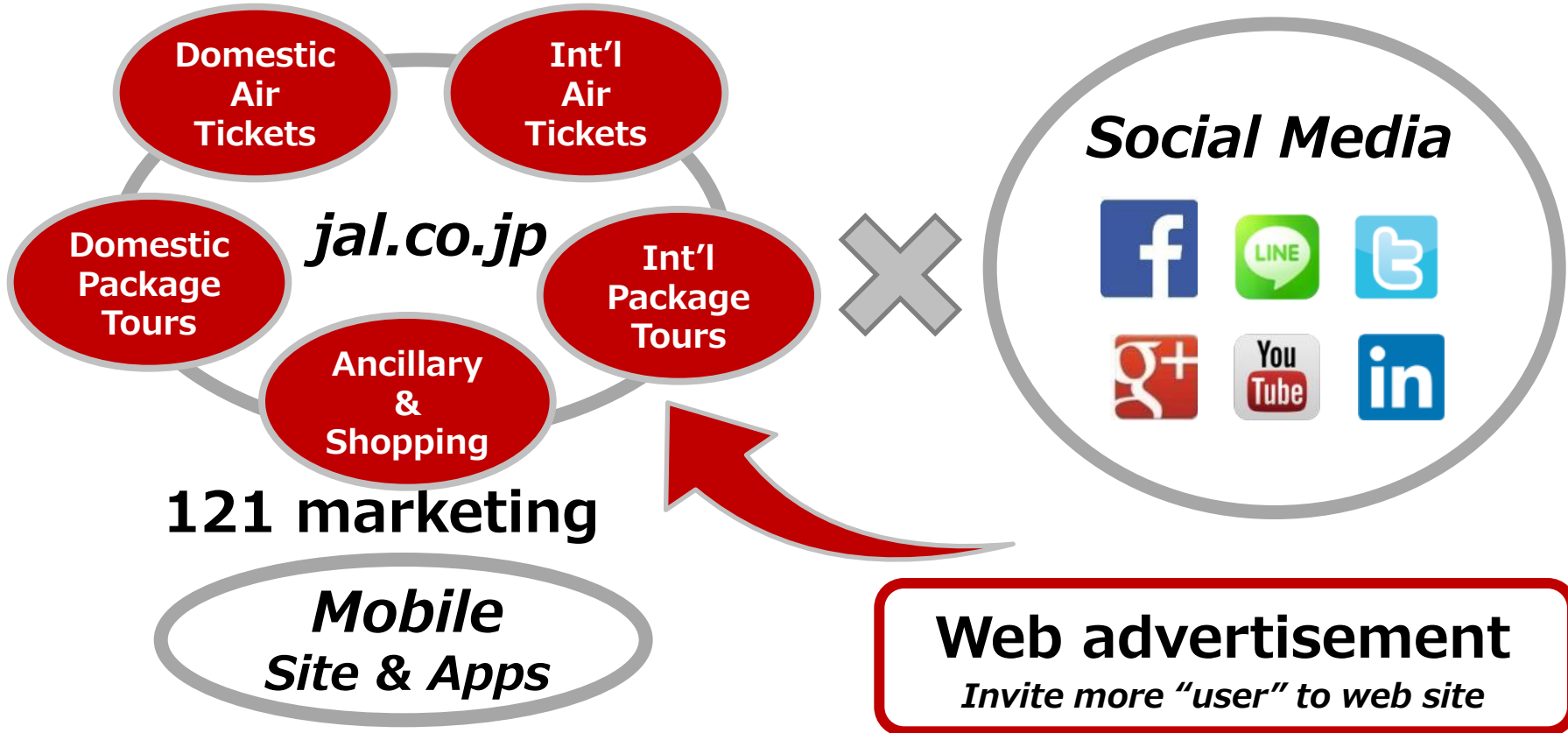
◆ e-Commerce Revenue
◆ Shift to the Web

◆ Flight Info 24x365

Loyalty marketing

JAL Mileage Bank (FFP) = 27 million members
JAL Card (Credit card) = 2.8 million members

Value Web for Life & Travel



Take away Key Words



- **Simple Objectives / KPI**
- **Co-operation / Both internally and with outside organizations**
- **Speed / Time to market**

Fly into tomorrow.



**Innovation
and
Hospitality**

JAPAN AIRLINES

***Thru
JAL's WEB & SoLoMo***

– Challenging with Japanese hospitality –

Thank you !

