

AIRLINES WITH THE MOST HIDDEN CHARGES

Digital PR / Link Building Campaign for

 tradingpedia

1. Campaign Ideation
4. Graphic Design

2. Data Research
5. Interactive Map Visualization

3. Content Creation
6. Campaign Outreach

Campaign Results:

Coverage on 131+ media websites; 63+ links, including:



DR 92



DR 91



DR 91



DR 90



DR 90



DR 90



DR 89



DR 88



DR 85



DR 85



DR 85



DR 84



DR 84



DR 84



DR 83



DR 82

THE IDEA







For this campaign we decided to see what hidden charges do the major European airlines impose on their customers on top of the list price, when booking a flight.

METHODOLOGY

The methodology for this campaign was straightforward - we did a booking for an identical flight with the selected airlines and we took a note of all fees and charges in a spreadsheet.

VISUALIZING THE FINDINGS

We presented the spreadsheet with results in a tabular graphical format with the logos of the airlines and the totals of all the different hidden costs.

Airline	Checked Baggage Cost	Carry-on Baggage	Seat Selection	Online Booking	Airport or Online Check-in	Rescue Fee	Total Hidden Costs
	£31.0	£18.0	£15.5	£0.0	£55.0	£100.0	£220
	£41.5	£38.3	£16.1	£0.0	£0.0	£115.3	£211
	£57.4	£0.0	£29.3	£9.8	£24.3	£73.0	£194
	£31.5	£17.5	£24.0	£0.0	£0.0	£110.0	£183
	£50.0	£0.0	£20.0	£0.0	£0.0	£0.0	£70
	£27.9	£12.0	£27.9	£0.0	£0.0	£0.0	£68
	£31.0	£0.0	£20.0	£0.0	£15.0	£0.0	£66

*Average fees per flight, per person, charged at the time of booking

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RESULTS

The content was published on April 11, 2023 and over the course of 2023 it acquired 229 links, both through outreach and organically:

https://www.msn.com/	DR92	https://uk.news.yahoo.com/	DR91	https://www.marketwatch.com/	DR91
https://www.mirror.co.uk/	DR90	https://www.t-online.de	DR90	https://www.thesun.co.uk/	DR90
https://viaggi.corriere.it/	DR89	https://www.travelandleisure.com	DR88	https://www.rtf.be	DR85
https://www.derstandard.at	DR85	https://www.rtl.de	DR85	https://www.merkur.de	DR84

EMAIL US AT

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with short info about your brand and goals, and let us schedule a call to discuss your campaign.

