



Master of Business Administration

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Introduction

Targeting environmentally concerned and value-driven passengers, the study offers an in-depth marketing plan for EasyJet's new brand extension. Using the 7Ps framework, price, location, promotion, people, process, and physical evidence, EasyJet strengthens its competitive position in the low-cost airline sector with well-supported and generally acknowledged features stressing the power of the approach. This method calls for providing a wide distribution network, smart pricing, and better product characteristics. It also emphasizes customized advertising campaigns, first-rate customer service, and efficient running policies. Moreover, EasyJet uses concrete marketing tools to increase the visibility of its brand.

Develop a new brand extension for the organization

Corporate Introduction

Originally established by Sir Stelios Haji-Ioannou in 1995, EasyJet is a British international low-cost airline (Kramer, L. 2022).). Renowned for its creative approach to reasonably priced air travel, EasyJet offers premium services at reasonable rates. The business has grown its fleet and routes from its founding to link many locations across Europe and beyond. EasyJet's success stems from its capacity to provide first-rate customer service while also maintaining the economy



Particularly in view of expanding environmental issues and the desire for smooth, flexible travel, EasyJet's launch of Smart Travel reflects a forward-looking reaction to current customer demands. Two pillars that determine the direction of air travel digital innovation and sustainability lie at the core of this approach. EasyJet's "sustainable smart" range answers the urgent demand of the aviation sector to strike operational efficiency against environmental impact.

Attributes and advantages

Ecological Travel Tools

App Integration: Beyond the actual trip, EasyJet's Smart Travel strategy embraces digital convenience via app connection with smart home systems and voice assistants such Amazon Alexa, Google Assistant, and Apple HomeKit. Direct from their home environment, this integration lets travellers' control and personalize their trip experience in a hands-free, simple way.

Carbon Footprint Tracking: Under EasyJet's Smart Travel campaign, its mobile app adds a carbon impact monitoring tool that lets travellers measure the environmental effect of every flight. Based on variables like distance travelled, aircraft type, and fuel economy, this creative feature computes the projected CO₂ emissions produced by a flight (Gibson, T. 2023).

EasyJet Smart: The Smart Travel program of EasyJet not only aims to provide customers flawless travel experiences but also aggressively motivates them to engage in more ecologically friendly behaviour. This approach depends much on the way the app and booking system combine trip instructions and environmental suggestions.

Eco-Friendly Services: Using digital boarding cards and paperless check-in technologies under EasyJet's Smart Travel program directly helps to reduce paper waste all throughout the customer experience. The airline greatly reduces the requirement for written paperwork by letting customers check in via the EasyJet mobile app or website and digitally save their boarding cards on smartwatches or cell phones.

EasyJet's New Ideas

EasyJet has developed a suite of creative ideas meant to transform the future of air travel in response to changing consumer expectations and worldwide environmental issues. These developments show the airline's dedication to provide a better, handier, and ecologically friendly passenger experience.

1. Ecosystem of Smart Travel

Launched by EasyJet, the digital-first environment known as Smart Travel leverages real-time data, artificial intelligence-powered alerts, and flawless app integration to streamline and personalize the passenger trip. From automated check-ins to flight status notifications and smart baggage monitoring, Smart Travel improves consumer ease while lowering physical documentation and hand-off required.

2. Tools for Tracking and Offsetting Carbon Emissions

The launch of a carbon impact tracker straight into the booking and mobile app experience marks one of EasyJet's most forward-looking developments. This instrument computes the carbon footprint of every flight and provides passengers with clear, doable choices to offset their emissions by means of approved environmental initiatives. EasyJet leads in sustainable aviation openness in this regard.

3. Digital Identity: Biometric Boarding

EasyJet is investigating biometric face recognition boarding technology in order to expedite airport procedures and lower the requirement for actual documentation. By use of face recognition technology, this invention lets passengers pass past security and boarding gates, therefore enhancing security and efficiency and enabling a paperless and contactless experience.

4. Fuel economy innovations and fleet modernism

Investing in newer, more fuel-efficient aircraft like the Airbus A320neo family—which delivers up to 15–20% less CO₂ emissions per seat than earlier models—EasyJet keeps making investments in Aiming to assist the future of zero-emission short-haul flights, the airline also investigates hybrid-electric aircraft technologies via alliances with technical companies and startups.

Determine segmentation, targeting and positioning for the new brand extension

Segmentation, targeting, and positioning for EasyJet's Smart Travel product division:

Segmentation is the technique of breaking up a vast, varied consumer or company market into smaller, more controllable groups with shared goals and traits. Segmentation based on demographic, psychographic, and behavioural elements helps EasyJet's Smart Travel product discover and target possible client groups:

Segmentation of demographics:

Age: Target market for EasyJet comprises middle-aged people aged 36–50 as well as young individuals aged 20–35, generally regular travellers. While the middle-aged group appreciate convenience and time-saving solutions for their hectic schedules, young people are tech-savvy and hunt creative travel alternatives.

Income: The product mostly targets middle-class families and those who are ready to spend money on improved travel options with comfort and ease.

Segmentation by psychographics:

Lifestyle: EasyJet Smart Travel serves those with a fast-paced, travel-oriented lifestyle including frequent business travellers, adventure seekers, and environmentalists. While sustainability advocates Favor eco-friendly amenities like carbon offsetting and footprint monitoring, business travellers focus on convenience and efficiency, adventure seekers value flexibility and comfort. Every group wants a flawless, intuitive interface that complements their values and improves their travel experience.

Values: Customers that appreciate cheap travel options and environmental sustainability will find great attraction in the goods policies.

Behavioural segmentation:

Usage Rate: EasyJet seeks regular passengers who usually fly for work or vacation. These consumers are more likely to gain from the travel experience optimisation provided by Smart Travel solutions, therefore enhancing their convenience.

Benefits Sought: Key advantages these customers are looking for include convenience, timesaving, cost-effective, flawless travel experience.

Aiming towards:

The Smart Travel approach of EasyJet is designed to concentrate on certain consumer groups that have the capacity and want to pay for its offerings.

Regular Visitors to Business Travel:

Profile: Travelling often for business, this group consists of 30–50-year-old corporate professionals and business executives.

Needs: Needs include real-time flight status and airport service updates as well as a system guaranteeing speedy booking, simple travel logistics, and low delays.

Environmental Conscious Travellers:

Profile: This group consists of ecologically conscious people wishing to lower their flying carbon footprint.

Needs: They search for transport options with fewer emissions, less waste, and energy-efficient running engines. EasyJet is the perfect fit for this industry because of its dedication to sustainability.

Positioning:

Positioning guarantees that a product stands out from rivals by defining how customers see it in their thoughts.

"EasyJet Smart Travel : Revolutionising your travel experience with cutting-edge

technology, sustainability, and seamless service to ensure a smarter, greener, and more efficient journey." says the positioning statement.

Important Techniques for Positioning

Time and Convenience:

Message: EasyJet Smart Travel offers a simplified travel experience, therefore enabling consumers to book flights, handle itineraries, and get fast travel information right at their hands.

Rationale: As travel becoming more demanding, Smart Travel guarantees that consumers who value convenience will have shorter waiting times, faster booking systems, and real-time flight status alerts (Koch et al., 2021).

Eco-friendly travel solutions

Message: EasyJet Smart Travel reduces the carbon impact of every trip, therefore promoting sustainability in addition to optimizing the travel experience.

Rationale: EasyJet's eco-aware activities, like utilizing biofuels and applying sustainable airport operations, will appeal significantly to environmentally concerned travellers (Smith & Walker, 2023) as consumer knowledge of environmental effects is rising.

Creativity and digital integration:

Message: EasyJet Smart Travel integrates AI-driven suggestions, smart alerts, and tailored services to raise customer happiness by using modern digital technologies to improve the travel experience.

Rationale: EasyJet's dedication to technology innovation—through seamless app integration and AI features—fits tech-savvy customers who want a hassle-free, contemporary experience as more people use digital tools in their everyday life (Anderson & Roberts, 2022).

Develop a detailed customer personal profile for the new brand extension:

Target Customer Demographic Information for EasyJet

Demographic

Target customers for EasyJet's Smart Travel range are tech-savvy 25–45-year-olds mostly medium to upper class professionals, regular business travellers, and adventure seekers. Usually well-educated, urbanites prefer ease, flexibility, and environmentally responsible travel choices. This demographic prefers seamless, digital-first experiences and is environmental, looking for sustainable travel options like carbon offsetting.

Persona Example:

Living in a busy metropolis, 35-year-old Emma Stone is a healthcare worker with an annual pay of around £90,000. Emma, who has a master's degree, gives her health, yoga practice, organic food consumption, and product purchases supporting her well-being great weight. Emma buys EasyJet Smart Travel to guarantee a flawless travel experience along with her lifestyle focused on wellness.

Ages:

EasyJet smart Travel's main target demographic is usually those between the ages of thirty and forty-five. Research by Malen et al. (2022) shows that people in this age range not only show a great affinity for current technology, including travel innovations like personalised and smart travel solutions, but also are very involved in health and wellness activities.

Earnings:

EasyJet seeks customers with yearly salaries between €75,000 and €150,000. These clients belong to the upper-middle-income range, and their discretionary money lets them make investments in luxury travel agencies improving comfort and convenience. Gibson (2023) claims that this group looks for goods and services that match their way of life, giving quality and sophisticated features that provide real advantages top priority, including lower travel time and more comfort.

Development:

Most EasyJet's target clients have either bachelor's degrees or above. These people cherish thorough product specs and features and are very aware about the most recent technical developments. According to Sullivan (2020), educated customers are likely to make wise judgements and look for travel options that fit their digital life and enhance their whole trip experience.

Work:

Usually professionals operating in fields such information technology, finance, healthcare, and education, the intended clients include These jobs provide the financial consistency required to pay for first-rate travel agencies. Professionals in these disciplines are more likely to give family well-being top priority and early adopters of ideas that streamline their life and enhance their health or comfort while travelling, as Walker (2024) notes.

Context:

EasyJet targets consumers from big cities where air quality problems and travel efficiency are highly sought for. These customers are eager to use smart travel solutions and usually live in medium-sized houses or flats. Johnson and Reed (2021) claim that people living in cities are especially sensitive to problems with air quality and want services that maximise their effect on the surroundings as well as their trip.

EasyJet's Target Customers' Psychographic Information**psychographic****Way of Life:**

Target market of EasyJet shows health-conscious habits like mindfulness techniques, balanced meals, and fitness workouts. These consumers actively search for goods that improve and complement their health. Adams (2023) adds that customers with this way of life are seeking vacation experiences that complement their health objectives, whether via lower stress, greater comfort, or better surroundings.

Value:

Environmental responsibility is very important to EasyJet passengers, hence they choose services that give sustainability and friendliness top priority. Kramer (2022) notes that current customers are looking for firms that include environmental awareness into their operations and goods as they are progressively matching their purchase selections with ideals linked with sustainability.

Curiosity:

Key to EasyJet's target demographic are tech-savvy customers eager about smart home developments and the most recent technical breakthroughs. These consumers want items that provide efficiency and ease; hence they value incorporating modern technology into their life. According to Taylor et al. (2020), this group finds great attraction in bringing modern technology into daily life, including travel.

Personalism:

EasyJet's target customers usually lean forward-looking, analytical, and meticulous in terms of details. This helps people to choose those products with the highest value by closely evaluating their offers. Murphy (2021) claims that these people want to make wise judgements depending on thorough product knowledge, which guides their choice of the finest travel routes fit for their requirements.

Perspectives:

EasyJet customers see their travel-related fees as long-term investments in comfort and well-being. Over short-term expenses, they often give health advantages—such as better air during flights and more comfortable travel experiences as the priority. Nguyen (2025) notes that customers with this kind of thinking are ready to make greater upfront investments if they think it would result in improved health and general travel enjoyment down road.

Purchasing Preference:

Target customers of EasyJet, who value convenience and the capacity to fully study

items, Favor online buying. They do, however, also value the choice to visit actual businesses to evaluate goods before making a purchase. According to Peters (2023), buyers who search for both convenience and knowledge are more prone to participate in omnichannel buying experiences.

Develop the marketing mix strategies for the new brand extension (4Ps/7Ps)

I have elucidated the 7Ps marketing mix to articulate a new brand expansion.

EasyJet, a prominent low-cost airline, has always prioritised the provision of affordable travel alternatives across Europe while guaranteeing value for expenditure. To broaden its offers, EasyJet has introduced a new service – EasyJet Plus, a premium option aimed at regular travellers who prioritise comfort, convenience, and flexibility. The 7Ps framework Product, Price, Place, Promotion, People, Process, and Physical Evidence offers a systematic method for formulating a strategic marketing strategy for EasyJet's new brand expansion.

Marketing Mix Element	Strategy	Explanation
Product	EasyJet Plus	EasyJet Plus is a premium service designed to elevate the standard budget flight experience, offering enhanced comfort and flexibility. Features include priority boarding, increased luggage allowance, flexible flight options, and exclusive seating.

Price	Premium Pricing	EasyJet Plus adopts premium pricing to appeal to business travellers and frequent flyers seeking added comfort and flexibility, while still maintaining an affordable price point compared to traditional full-service airlines (Cook, 2021).
Place	Direct and Online Sales	EasyJet Plus tickets are primarily available through EasyJet's official website and mobile app, providing direct sales channels that foster customer engagement and ease of access. This digital-first approach streamlines the booking process, offering customers a user-friendly interface.
Promotion	Digital Marketing & Loyalty Program	EasyJet Plus is promoted using targeted digital marketing campaigns, including email marketing, social media promotions, and influence partnerships with key figures in the travel industry and sustainability sectors. These efforts aim to engage potential customers through personalized messaging.
People	Customer-Centric Service	EasyJet trains its staff to provide personalized, attentive service to EasyJet Plus passengers. From booking through to boarding and arrival, customers enjoy dedicated assistance that enhances their travel experience.
Process	Streamlined & Digitalized Experience	EasyJet Plus offers a streamlined and digital-first process that allows customers to check in and receive boarding passes digitally, reducing wait times and minimizing the environmental impact. Features such as real-time flight updates and paperless boarding contribute to a convenient, efficient travel experience.

Physical Evidence	Modern, Comfortable Fleet	EasyJet Plus provides premium in-flight experience with modern seating designed for increased comfort, enhanced legroom, and upgraded cabin amenities. The physical evidence of EasyJet Plus's premium positioning is visible in the carefully curated cabins that reflect both style and sustainability.
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Conclusion:

EasyJet has effectively established itself as a premier low-cost airline across Europe, providing economical and efficient air travel. Through its new brand extension, EasyJet Plus, the airline has actively broadened its market reach, targeting a more affluent demographic that encompasses regular travellers and business professionals desiring ease, comfort, and cost-effectiveness. EasyJet Plus utilises its fundamental advantages affordability, efficiency, and innovation to provide clients a smooth upgrade to their travel experience while maintaining cost-effectiveness. EasyJet has successfully balanced its conventional budget services with luxury options via a well-crafted marketing mix. The 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) have been customised to meet the distinct demands and preferences of the target market, positioning EasyJet Plus as a competitive but economical option in the premium airline sector.

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