



Flying should be a pleasant family experience

Airline travel may be a small thing for an adult but is usually a new experience for a child. When onboard the child needs to feel secure and taken care of. The parents should feel relaxed knowing that toys are part of the airline's high quality service. Children's entertainment helps create a pleasant onboard atmosphere, regardless of the length of the flight or time of day.

We know children

For more than 30 years we have been working with a dedicated focus on the child passenger, gaining exclusive in-flight insight and knowledge with regard to their travel needs and behaviour. Our concepts ensure strong coherence between the overall strategy and objective and the entertainment and play value offered to children.

When you focus on children, you create the basis for loyal passengers of the future.

Let your customer loyalty take off with UNISSET.

UNISSET[®]



UNISSET A/S

Aarhusgade 88, 4th floor
2100 Copenhagen
Denmark

Phone: +45 3315 6615

Fax: +45 3315 7505

E-mail: Charlotte Gade: cg@uniset.com

or Wendy Ellis: we@uniset.com

www.uniset.com



FINNAIR 

PLAY IS SERIOUS BUSINESS

UNISSET[®]



Finnair
1/2-3 years

*“Finnair have maintained a cooperation with UNISET for many years due to their clear understanding of our child passengers needs and how entertained, happy children have a positive effect on everyone onboard.
The ‘Welcoming Panda’ concept has proven to be a real winner. The mascot panda is a hit with the children and their parents”
– Nils Fast, Supervisor In-flight Entertainment and Communications*



T R A V E L T I M E I S P L A Y T I M E

Let your child entertainment grow with UNISET

To develop a strong and consistent child entertainment program we follow a well-defined and tested work process. This ensures that the final concept is coherent with a solid basis in the company and among employees who work with this on a daily basis. As children’s needs and wants change over time, our development process is dynamic and cyclic in nature with a strong emphasis on customer and company feedback.

All parties come into play

UNISET focus uniquely on child passengers and their needs. However, when developing a child entertainment concept, children are not our only concern. Our concepts take all parties into consideration: children, parents, the corporations branding strategy and the front line staff. By doing so we ensure that children enjoy the journey, the parents and fellow passengers relax and that the cabin crew and airline can fulfil their service commitment.

SITUATION

Longstanding cooperation

Finnair have offered a comprehensive onboard give-away service to its child passengers including UNISET articles for more than 18 years. On assessing the articles in use, UNISET concluded that there was room for improvement with regards to quality, education and play value. Therefore, we offered our services in the development of a child concept. With a grounded cooperation of almost two decades, Finnair were appreciative of our offer to share our expertise in this field.



Finnair Activity Pack 6+

CHALLENGE

Finnishness and freshness appealing to a child

Our first objective was to show Finnair how a child concept that unifies the articles could enhance their offer to children and in turn create more brand recognition for Finnair. The Children’s Fun Bag was created in coherence with Finnair’s corporate branding and depicts Finnishness and freshness. But foremost, as always, our focus was on creating a brand that appeals to the child in a fun and educational way, with articles of high play value.



Finnair Fun Bag 6+

SOLUTION

Panda mascot with appeal to young and old

With the recent introduction of the Finnair Panda advertising campaign, we considered this an ideal opportunity to create a child mascot. The panda appeals to all ages, with its cute friendly character immediately being recognised by the child and its parents. Smiling and welcoming, he has dual gender appeal and is of particular interest with Asian passengers and passengers travelling to Asia – Finnairs core passenger group.

We presented our branding idea of the ‘Welcoming Panda’ to Finnair. With a varied selection of articles there was something to entertain everyone, from both a fun and educational aspect, but also with souvenirs to continue the branding power of Finnair once the child has left the aircraft.

CONCLUSION

Branding for children

The ‘Welcoming Panda’ concept has since been used throughout the Finnair route network, creating a special connection between these products. With an upgraded offer to its child passengers Finnair has seen an increase in family travel and crew members have reported a positive effect on the children and the passengers around them. This branding, with child appeal works in unity with the Finnair corporate branding and thus, not only brings awareness to this concept, but also to the Finnair brand.