

ORBITZ'S EFFECTIVE ONLINE ADVERTISING



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Short Description

ORBITZ'S EFFECTIVE ONLINE ADVERTISING

case study

Description

The caselet explains the successful online advertising strategies adopted by Orbitz Inc. (Orbitz), a hugely popular online travel site. Orbitz's popularity is largely credited to its innovative online advertising. The caselet describes the interesting ways in which the company used pop-under ads and takes a look at the innovative strategies undertaken by Otherwise Inc, the company's advertising agency, to improve the effectiveness of Orbitz's online advertising.

Issues:

- » The effectiveness of online advertising
- » How to make optimal use of pop-under ads
- » How strategic alliances can help improve online advertising as well as sales
- » How Orbitz improved the effectiveness of its advertising with the help of pop-under ads
- » Orbitz's innovative strategies

Introduction

Orbitz Inc. (Orbitz), based in Chicago, is one of the leading online travel agencies in the world. It was founded by five major airline companies namely Continental Airlines, Northwest Airlines, Delta Airlines, United Airlines, and American Airlines in June 2001.

On December 17, 2003, Orbitz became a publicly traded company. In August 2003, the Chicago-based company was voted as the 'Number One Travel Site' by Forbes magazine...

Questions for Discussion:

Discuss the various online advertising strategies adopted by Orbitz to attract consumers.

'Pop-under ads cause much annoyance to the consumers as they keep appearing on a browser's window.' Despite this fact how did Orbitz manage to achieve success with pop-under ads?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers