

AIR CANADA 
tango





non-stop tango

{on sale at www.flytango.com}

fresh tangos

{now on sale}

Toronto tango \$99

Winnipeg tango \$199

Calgary tango \$289

Edmonton tango \$299

Vancouver tango \$299

each way



Say hello to Tango, the new low-price air service from Air Canada. With everyday low prices, and without the usual seat sale restrictions, Tango is a fresh new way to bring family and friends together. All with the comfort of more legroom than you'd expect in a low-price airline. And every time you fly on our modern A320 jet aircraft, you'll

earn valuable Aeroplan® miles – making it even more rewarding, and even easier for you to fly more often. Tango by Air Canada. On sale, starting today. Place your order at www.flytango.com (save \$5 each way when you book online) or 1-800-315-1390 or with your travel agent.

tango while comfortably seated

{is this a great airline or what}



from Edmonton one way fare starting at	special fare \$94	\$209 Toronto	\$239 Ottawa	\$239 Montréal	\$249 Quebec City	\$269 Fredericton	\$269 Saint John	\$279 Halifax	save \$2.50 each way when you book on-line
Winnipeg must travel by June 16									

Say hello to Tango, the new low-price air service from Air Canada. Book online at www.flytango.com (and save \$2.50 each way), or contact your travel agent or call us at 1-800-315-1390. Hearing impaired (TTY): 1-800-361-8071. Either way, you'll earn Aeroplan® Miles every time you tango.

Get Double Aeroplan® Miles to Winnipeg until June 23rd.

cross country tango

{www.flytango.com}

say hello to tango. low one way fares. no advance purchase. no saturday stay. aeroplan miles.



Air Canada Tango Say Hello to Tango

The critics said it wouldn't fly. But it soared.

Less than three months after launch, Air Canada's President and CEO, Robert Milton, commented that Tango is "one of the most successful new brand launches in airline history." On Tango's year-one anniversary, he added, "I grew up having a favorite colour of blue, but I've got to tell you my favorite colour is now purple."

The brief was simple. Create a new airline brand to meet the growing demand for low-price leisure travel in Canada.

This meant engineering the brand for internal and external audiences – building a staff culture and personality differentiated from Air Canada, but a complementary fit within the overall brand portfolio – and creating a competitive advantage in the increasingly crowded marketplace. As well, we had to deliver a turnkey solution for internal and external audiences – from brand name to swizzle sticks and launch advertising – in two months.

We positioned the new brand on the core benefit of freedom – the freedom to visit the places and the people we love. The brand personality? Young, fresh, casual, friendly, and uncomplicated.

The new brand name had to be memorable. Differentiable. Resonate deep in our subconscious. Evoke powerful, emotional associations. Have legs. And, well, feel right. Our team developed more than 3,000 brand names. One name came out on top.

Say hello to Tango.

Tango proved to be an exceptionally powerful brand name vessel. Staff not only rallied behind it, but all audiences – internal and external – saw it as an excellent metaphor for movement, and a great name for an airline.

The next step was to bring the Tango brand to life. Our branding and design team expressed the brand positioning and personality creatively across all visual cues – from design of brand signature and logo to colour palette, exterior aircraft livery, signage, check-in counters, and graphics standards and guidelines.

And unlike the cluttered look of most retail price ads, Tango's advertising was designed to visually demonstrate the ease and simplicity of the brand – and express the brand personality.

"Tango is a brilliant brand name," says Charlie McKee, Air Canada's Senior Director of Marketing, "because it stands out, it's liked, and it's remembered. A brand name like Tango has wind in its sails from the start, and requires a lot less marketing dollars to support it."

And millions came forward to Tango around North America.

Be different or be damned.