



BRAND COMPARISON: BOEING AND AIRBUS

PLATONOVA SOFIA



AIRBUS: IMAGE

Airbus is a European multinational aerospace corporation that stood as the world's second biggest aerospace and defence company in 2018, behind only their primary competitor, Boeing. Airbus is registered in the Netherlands; its shares are traded in Germany, France and Spain. It designs, manufactures and sells civil and military aerospace products worldwide and manufactures aircraft in the European Union and various other countries. The company has three divisions: *Commercial Aircraft*, *Defence and Space*, and *Helicopters*, the third being the largest in its industry in terms of revenues and turbine helicopter deliveries.



AIRBUS: ADVERTISEMENT

Airbus advertisement is mostly represented as printed, digital and outside (banners and etc.) ad. The basic layouts include a key line, a headline, body text, the Airbus logo, web address and social media icons as well as a division or business sector descriptor if necessary. Airbus logo, web address and social media icons are fixed in position and size all other elements are flexible and can vary in position and size. Airbus advertisement did not involve any celebrities, yet there was a controversial advertisement banner posted just after Boeing introduced their new aircraft.



With the A380, the sky is yours. It's the quietest, most spacious cabin in the sky. And with the widest seats and aisles, even in economy, it's no wonder passengers opt for the comfort of the A380 when given the choice. That means higher market share, higher load factors and higher revenues.

Own the sky
A 380  AIRBUS

AN EADS COMPANY

What they're saying about the most advanced airliner.



The A300, latest and smallest of the wide-body airliners, is flying for many different airlines, for many different purposes, on many different routes. The A300 has abundantly demonstrated the correctness of its basic concept, and the validity of the performance and economic benefits it brings to airlines. Its remarkable record of reliability attests to the soundness of its design, and the product support behind it.

That's why these comments are not surprising when operators speak of the A300.

The most economical business jet jet to operate since our very first distance on a per seat basis.

The A300 has been one of the most trouble-free during its introduction into service.

LUFTHANSA
The most reliable aircraft we ever introduced. The A300 was even easier to introduce than the B727.

AIR FRANCE
All of them are excellent pilots and all have their individual traits. But on the whole, the economic, technical and operational aspects of the A300 aircraft type finally led us to believe that the Airbus program had the edge.

Cap. "P" Plesner, Chief Executive, SOUTH AFRICAN AIRWAYS

The statements made herein do not constitute an offer. They are based on current facts shown and are expressed in good faith. However, no warranty is made for these statements and the company will not be held responsible for losses thereon.


Airbus Industrie, 31, Quai de la Libération, France

Registered by Airbus Industrie of North America, Inc., 4401 Riverchase, New York, NY 10119 (212) 661-7224

Why is our competitor stretching the truth?



Our competitor, it seems, has begun to exaggerate the capabilities of its "latest technology" 737 and 747 aircraft, both of which are derivatives of 1980s designs.

There are good reasons why Airbus A320neo and A320 are both market leaders. The A320neo is the fastest-selling aircraft in the history of civil aviation with more than 1,500 orders in less than two years, and the A320 has captured 36% share in the very large passenger aircraft market.

No wonder they're steeped in Seattle.

Our strategy is simple. Modern innovative design and advanced fly-by-wire, resulting in superior fuel efficiency, reduced noise and environmental impact alongside low maintenance costs and lowest operating costs per seat.

Both aircraft are also the most spacious in their class. Wider seats, wider aisles, more overhead storage and greater comfort. Even in economy. The extra luggage really does matter!

Better still, the A320neo has the largest fan diameter and bypass ratio of all single-aisle aircraft. Combined with our proven Sharklet technology this means at least 15% less fuel burn than today's A320.

No wonder our competition is tempted to exaggerate.

Every airline is different. Come and take a closer look at our numbers, they'll speak for themselves. And you'll see that Airbus is the market leader for some very good reasons.



AN EADS COMPANY

AIRBUS: UNIQUE SELLING POINTS

Boeing 747 & Airbus A380
Side-by-Side

AirlinerSpotter.com

Boeing 747



Airbus A380



The A380 handles 600 people, with the right interior configuration. The A380 can handle all of their luggage, plus a fair amount of cargo. Having 4 engines, it has redundancy if there is an in-flight emergency.

The A380 can handle a large amount of fuel, and can handle long-haul flights very easily. There are other planes that can do long-haul flights, but not with nearly as many passengers or baggage.

The A380 was one of the first planes to have a higher interior pressure, about equivalent to 6000 feet up. This means that passengers are more refreshed when they get to their destination. The A380 was one of the first planes to use Trent engines, which made for a relatively quiet interior noise environment. It has been equaled since, but the A380 was the first.

The A380 has a configuration (common on Emirates) with a great wrap-around bar in the rear of business class.

AIRBUS: TARGET MARKET

- It uses a mix of different segmentation strategies such as demographic, geographic, and psychographic strategies in order to cater to the customers of different nations.
- Selective targeting strategy is used by Airbus as its different aircraft are meant for a different set of customers.
- It has positioned itself as an Airline carrier offering a value-based aircraft which are technologically advanced, aesthetically designed, safe & secure and their related services
- Changing lifestyle, Increasing economic activities between the emerging nations, government regulations, increasing migrations of people, cargo activity, political stability and increasing demand for air travel in the commercial aircraft market are some of the factors shaping the aircraft market.
- Out of the various nations globally, China and India are the 1st and 4th most important market based on aircraft delivery value.

BOEING: IMAGE

The Boeing Company is an American multinational corporation that designs, manufactures, and sells airplanes, rotorcraft, rockets, satellites, telecommunications equipment, and missiles worldwide. The company also provides leasing and product support services. Boeing is among the largest global aerospace manufacturers; it is the fifth-largest defense contractor in the world based on 2017 revenue, and is the largest exporter in the United States by dollar value. Boeing stock is included in the Dow Jones Industrial Average. Boeing is incorporated in Delaware.



BOEING: ADVERTISEMENT

The Boeing Company is known around the world as a leading manufacturer of commercial airplanes. What's less well known is that Boeing is also a leader in space technology, defense aircraft and systems, and communication systems. Their advertising campaigns close the gap between current perceptions of Boeing and their true scope as a global aerospace company. Boeing uses printed, television, outside advertisement.



THE NEW
747-8
INTERCONTINENTAL

YOUR 747-8 INTERCONTINENTAL ADVANTAGE.

26%
cost advantage

The 747-8 has a 28% top-end schedule increase over the 747-400. That means airlines can operate the 747-8 on a 6,000-mile route with the same 400-seat capacity as the 747-400. Add in a 20% fuel burn reduction.


8%
more efficient



The new Boeing 737 is backed by over 913 years of Boeing jetliner flight experience.

This is America's newest, most advanced short-range jet—the Boeing 737. Behind it is the world's greatest background of jetliner experience, more than 8 million hours (913 years) of flight by Boeing 707s, 720s and 727s. When the new 737 goes into airline service, it will be the first to bring the roomy comfort of big jets to short-range routes. That's because the 737, alone among short-haul jets, has a cabin as wide and roomy as that of the biggest jetliners now in service. The new 737 will be able to operate from smaller, close-in airports, and cruise at 580 miles an hour. Already, these airlines have ordered Boeing 737s: Braathens, Britannia, Irish, Lake Central, Lufthansa, Mexicana, Northern Consolidated, PSA, Pacific, Piedmont, South African, United, Western, Wien Air Alaska.

BOEING 737
Newest member of the world's first family of jets.



NOW IN SERVICE!

The world's newest jetliner—the Boeing 720

... now flying on United Air Lines routes and soon in motor service with American Airlines, being jet-travel speed and comfort to more cities. Later the 720 will go into service with Braniff, Irish, Lufthansa and Western air lines. The super 720 operates easily from shorter runways, jet engines at more than 600 miles an hour. It's sleek, strong and wonderfully comfortable. Fly the 720—by Boeing, world's most experienced builder of jetliners.

BOEING 720

1962, MAY 28, 1962

BOEING: UNIQUE SELLING POINTS

- When the 787 was first announced, it drew interests from multiple airlines for meeting what many would call a comfort zone between efficiency, comfort and economics. One thing that made the airliner appealing over other options was its extreme fuel efficiency over competing wide-bodies..The 787 was also appealing to airlines because of its passenger comfort over other airliners.The 787 was much quieter compared to any airliner on the market and the cabin pressure was significantly higher than any airliner.. The 787 also offered unique little features here and there for passengers. Let's just list a few: the windows are almost double the size of competing aircrafts and the Windows shades have been replaced with electronic dimming, the cabin in much wider and taller than competing aircrafts, ambient light allows passengers to relax easier, it was released with the most advanced IFE (in flight entertainment) systems, and there is so much more.
- The 787 also offered unique features for pilots as well.The aircraft also had many features outside he plane which made it more appealing to customers than other aircrafts. Overall the 787 has many features which make it a highly technologically advanced aircraft over other aircrafts, and this makes it a appealing choice for many over aircrafts such as the a330 or a350.



BOEING: TARGET MARKET

- A dedicated team at Boeing pores over reams of economic, airline, travel, and fleet data annually to create the market outlooks. From their first published market forecast in 1961, the number of commercial operators they forecast has increased to nearly 200 and passenger traffic has grown by a factor of nearly 70. More recently, since 2000, the global airline network has expanded 2.5 times, while industry innovation and productivity have enabled travelers to fly for nearly 40 percent lower average fares in real terms. Boeing's Commercial Airplanes segment develops, produces and markets commercial jet aircrafts and provides related support services, principally to the commercial airline industry worldwide.
- Boeing Defense, Space & Security's (BDS') primary customer is the United States Department of Defense (DoD) with 64%, 62%, 65%, 67%, 70%, 76% and 82% of BDS' revenues being derived from this customer in 2016, 2015, 2014, 2013, 2012, 2011 and 2010, respectively. Other significant revenues were derived from the National Aeronautics and Space Administration (NASA), international defense markets, civil markets and commercial satellite markets. In 2016, 2015, 2014, 2013, 2012 and 2011, 23%, 27%, 30%, 34%, 33% and 38% of Boeing's total revenues were derived from U.S. government contracts, respectively. In 2016, 2015, 2014, 2013, 2012 and 2011, non-U.S. customers accounted for approximately 59%, 59%, 58%, 57%, 54% and 50% of Boeing's revenues

THANK YOU

FOR YOUR ATTENTION!

