



Take flight with agile research

HOW KAYAK AND SUPERNATURAL GAINED FIRST-CLASS INSIGHTS

Popular online travel search engine KAYAK tapped creative agency Supernatural for a compelling brand campaign with the power to create headwinds in the industry. Knowing that primary research can go a long way in validating creative campaigns, Supernatural decided to launch a survey to travelers in the US and Canada so they could use the data to power a truly newsworthy campaign. But getting an international survey off the ground can take a lot of planning. Learn how Supernatural gained first-class insights by leveraging aytm's agile DIY platform, helping them safely land quality data with the speed and scale KAYAK needed for their brand campaign.



Challenge

- Recognizing the egregious and polarizing behavior that had been taking place in the skies and flooding news and social media feeds, KAYAK wanted to reinforce its metasearch superpower and find a way to make summer travel more enjoyable for everyone. So they turned to their agency of record, Supernatural to deliver a brand campaign that would do just that
- Supernatural developed the "Airplane Mode" campaign. It involved KAYAK searching the internet for the most talked about plane etiquette. But the campaign also required consumer insights on travel do's and don'ts to re-define the rules of travel
- Supernatural sought out a solution to power fast, accurate quant research that fit the budget



Solution

- A self-serve research platform that put Supernatural in control over the research process
- Fast fielding to a representative sample of 1,000 US and Canadian travelers
- Experts to provide input on survey design and post-fielding analysis of results



Results

- Insights directly informed campaign's creative approach and assets
- Custom research revealed surprising debates around travel etiquette
- Ongoing use of aytm will strengthen Supernatural's delivery to other clients like KAYAK



4

CHALLENGE

The search for travel insights

KAYAK searches hundreds of sites to bring users the best prices for flights, hotels, and more. But when KAYAK wanted to create a splash in the industry, they turned to their agency of record, Supernatural to shake things up.

Supernatural is a creative agency with a keen eye on the relationships between brands and their consumers. So, when the time came to develop a brand campaign to captivate travelers, it didn't take a deep analysis to deduce that travel has been anything but natural since the start of the pandemic.

“

Travel etiquette is one of those things that are universally acknowledged yet frequently debated. We wanted to put an end to the debate once and for all and help make travel experiences more enjoyable to all involved. We did what we do best, searched hundreds of sites and uncovered how people truly feel about travel etiquette – and then turned to them to help establish the rules.”

– Matt Clarke, VP of NA Marketing at KAYAK

The switch to “airplane mode”

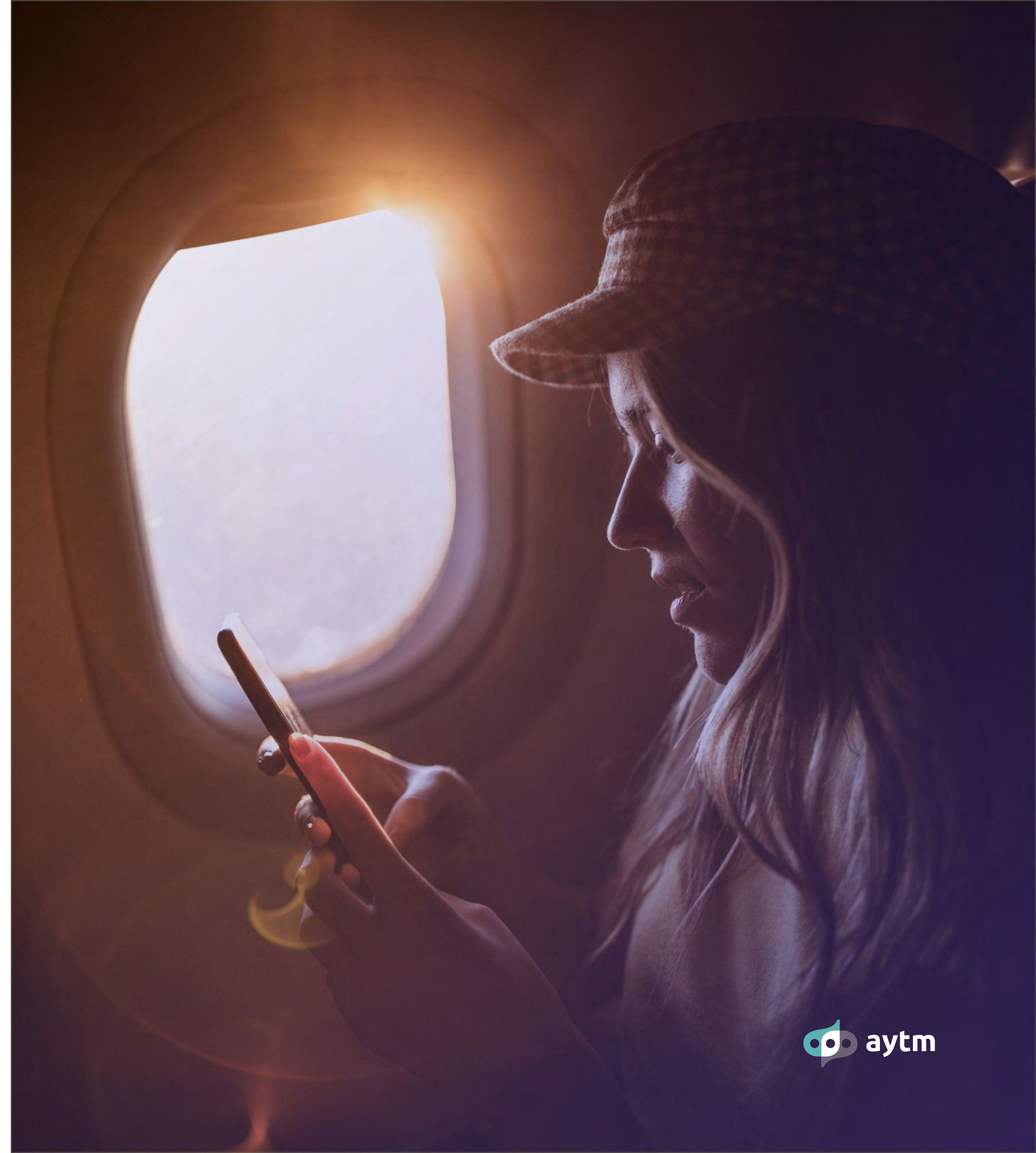
It wasn't hard to identify what were the most pressing issues people faced when turning on “Airplane Mode.” Who gets the armrests? Is it okay to recline your seat, shoes on or off?

These are questions we've all asked ourselves. But turning them into rules required arbitration. Supernatural needed a quantitative approach that yielded data reflecting a large, representative sample of travelers across the US and Canada to be able to turn the unspoken rules of travel into actual rules that reflected real travelers' perspectives.

And with such a large amount of ground to cover, connecting to their final research destination needed to be both fast and cost-effective.

“*You can scour the whole internet, but getting honest opinions that we can confidently quantify can be difficult. It's important to get in there and talk to actual consumers.*”

– Bianca Chaer, Strategist at Supernatural



Now boarding aytm's DIY insights platform

To meet the need for speed and scale, Supernatural turned to aytm. Our self-serve insights technology allowed the agency to maintain control of the research process while still having a helping hand available if needed throughout. This solution would empower Supernatural to design an initial survey, leverage the right panel of consumers, and quickly field a survey to a thousand travelers across the United States and Canada —all from a single platform.

“This project was all about helping travelers, and a big part of that is listening to their actual issues and their honest take on them. aytm helped us bring those voices into the conversation.”

– Bianca Chaer, Strategist at Supernatural

Survey design and pre-flight checks

But while our insights technology empowers agencies' ability to do their own research, this project was very much a collaborative effort. A study like this comes with a lot of logistical challenges when it comes to survey design, so optimizing the questionnaire language took rounds of review to ensure that the answers respondents gave would accurately reflect the unspoken travel rules KAYAK was trying to address.

“

Being able to seamlessly add the questions that reflect the conversations we were having with clients was a big plus. The team at aytm helped set up the study in a way that ensured the data we got back was clear and straightforward.”

– Bianca Chaer, Strategist at Supernatural

The art of in-flight insights attendance

Targeting the right audience and successfully landing an international study can be a turbulent endeavor. It was on aytm to ensure there were no delays and the team at Supernatural could understand the distance to each and every waypoint along the journey. When the time came for the survey to take flight, aytm's experts acted as stewards of the sample — ensuring that the team had everything they needed to comfortably arrive at their results on time.

“

This was an involved project with a lot of milestones. And aytm is a partner that we can trust to hit timelines, ensure the rest of the project stays on track, and keep us updated on progress throughout fielding. We were even able to get help with fielding support over the weekend in order to fill the survey on time.”

– Bianca Chaer, Strategist at Supernatural



Staying connected while in the air

With so many moving pieces involved in the project, air traffic control can be difficult to manage. But aytm's experts were committed to keeping the team at Supernatural informed. This not only meant keeping an open line of communication between those piloting the project, but also delivering results in real-time as they came in, which allowed Supernatural to keep their stakeholders updated.

“

We're data nerds, so having access to a partner who can get us access to real-time data is so helpful. It felt like a direct connection to a panel of verified consumers answering our questions.”

– Bianca Chaer, Strategist at Supernatural

An on-time arrival

We all experience a certain kind of magic when we get to where we're headed seamlessly and without delay. And as the real-time results for Supernatural's study came in, the team could begin verifying their hypotheses and continue developing the brand campaign with no delay. Sure, they would wonder who the 24% of travelers who claim it's ok to remove your socks mid-flight are, but the deadlines for the campaign wouldn't keep them awake that night.



A smooth landing

In the end, aytm helped land a large, representative study that helped Supernatural provide KAYAK with first-class insights to power compelling creative. By answering the call for fresh consumer perspectives on travel, Supernatural would go on to take their brand campaign to new heights, elevating the most surprising debates around air travel etiquette and putting new meaning to the term “Airplane mode.”

“

The agility of aytm’s platform gave us the control we needed to get robust, quality insights and really stick the landing with one of our valued clients.”

– Bianca Chaer, Strategist at Supernatural



Is your head in the clouds?

MAYBE WE CAN HELP

Supernatural's ongoing use of the aytm platform continues to strengthen their ability to deliver research-driven insights with the speed and scale clients expect. But what about you? Are you looking to take flight but still stuck on the tarmac? The good news is you still have service, so hop on over to aytm.com and let's get you cleared for takeoff!

LET'S GO