

## Case Study of the Mavericks Banner in Social Media: Twitter

The case study aims to demonstrate the effectiveness of aerial advertising relating to the social media aspect, in particular Twitter.

For questions or comments please email the proprietor at [info@sky-messaging.com](mailto:info@sky-messaging.com). Please feel free to distribute this report.



# SKYMESSAGING

---

**Document Version 1.0**  
**Date: 21 May 2012**

## Contents

---

<b>Preface.....</b>	<b>3</b>
Purpose .....	3
The Challenge .....	3
Campaign.....	3
The Banner .....	3
Reach .....	3
 <b>Photographs .....</b>	 <b>4</b>
 <b>Flight Tracks and Twitter Responses – Flight 1 .....</b>	 <b>5</b>
<b>Flight Tracks and Twitter Responses – Flight 2 .....</b>	<b>7</b>
<b>Flight Tracks and Twitter Responses – Flight 3 .....</b>	<b>11</b>
<b>Flight Tracks and Twitter Responses – Flight 4 .....</b>	<b>15</b>
<b>Flight Tracks and Twitter Responses – Flight 5 .....</b>	<b>19</b>

## Preface

---

### Purpose:

The purpose of this research was to gather the consumer engagement effect of aerial advertising after exposing the Mavericks banner for ten hours (five flights) to select target markets within Cape Town.

### The Challenge:

After having successfully launched the Mavericks Alibis product range, primarily via shock advertising utilising billboards and print media, Mavericks sought to engage in a unique and different medium that would enhance its awareness to its target audience, as well as entice a new target audience to engage with the brand.

As part of a strategy of amplifying the positive word of mouth about its unique services, Mavericks stressed the importance of social media because of its high-touch customer service approach. It created an active community on Twitter, primarily using this vehicle to communicate relevant company news, promotions and updates.

With its aerial advertising campaign, Mavericks wanted to reach a broader digital audience. The company, however, aimed to achieve this in a way that resonated with the positive brand association that its customers were now familiar with.

### Campaign:

Mavericks completed five flights comprising ten hours exactly. The hours were split up as follows:

PM Traffic	6.0 Hrs	Cape Town
Weekend Flights	4.0 Hrs	Cape Town
<b>Total</b>	<b>10.0 Hrs</b>	<b>Cape Town</b>

### The Banner:

The banner itself was a stitched banner, comprising 174m<sup>2</sup> (5.8m x 30m):



### Reach:

**Maverick's aerial advertising banner reached 43,380 followers on Twitter within two weeks!**

## Photographs

---



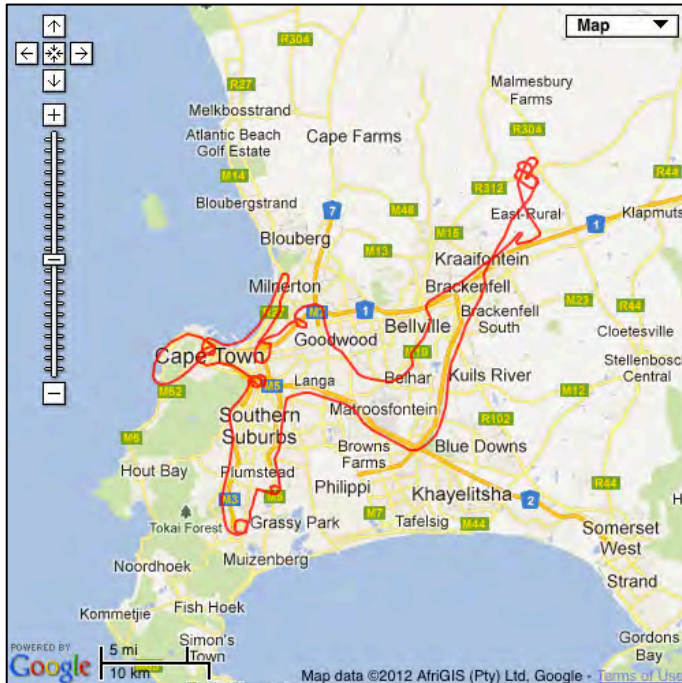
## Flight Tracks and Twitter Responses

### Flight #1

05/05/2012

Duration: 2 Hours

Take Off Time: 15:45

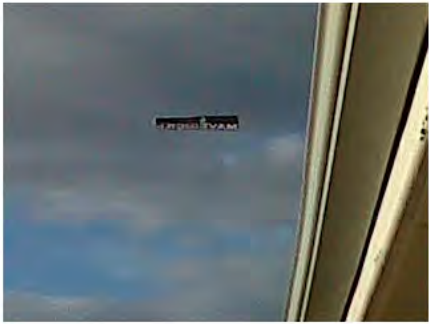


#### Pilot Comment:

"Air Traffic Control could not accommodate intended inbound. Large Friday traffic volumes throughout routing. Enthusiastic Twitter response. Even received comments from Air Traffic Control and other air traffic. Extreme winds in the City Bowl."

### Twitter Responses:

**Cameron Duncan** @peanutbutterwiz 4h  
Cheeky @Mavericks\_Revue plane flying over @CapeTown. Planting inspiration seeds all over... [lockerz.com/s/206377693](http://lockerz.com/s/206377693)  
Hide photo Reply Retweet Favorite



Lockerz Flag this media


4:52 PM - 4 May 12 via UberSocial for BlackBerry · Details

→ 645 Followers

**Gareth Doye** @GarethDoye 4h  
Who all saw the Mavericks banner flying high in the sky? It should still be happening  
Expand

→ 30 Followers






**Leigh-Anne Cawood** Leigh\_Bear011  
Haha **Mavericks** flying their **banner** proudly around Cape Town!! Impressive marketing=)

Expand

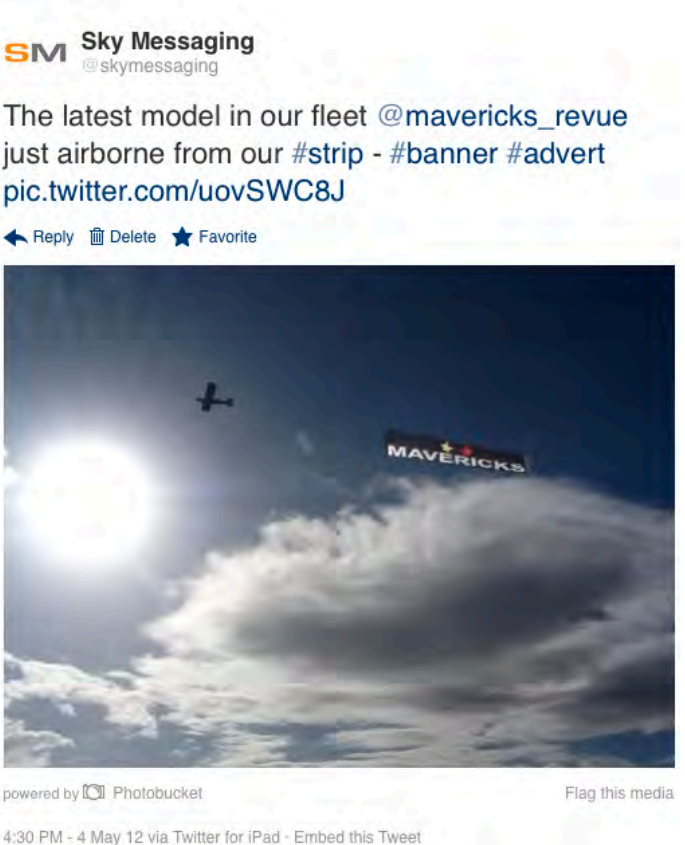
→ 60 Followers




**Rustum S August** rustum42/august  
**Mavericks** flying a helicopter **banner** around Cape Town. Bunch of tits in charge of this marketing ploy.

Expand

→ 504 Followers



→ 76 Followers



**Mavericks Revue Bar** @Mavericks\_Revue  
What do you think? xx RT @skymessaging The latest model in our fleet @mavericks\_revue just airborne from our #strip pic.twitter.com/KSU44Y9H

View photo

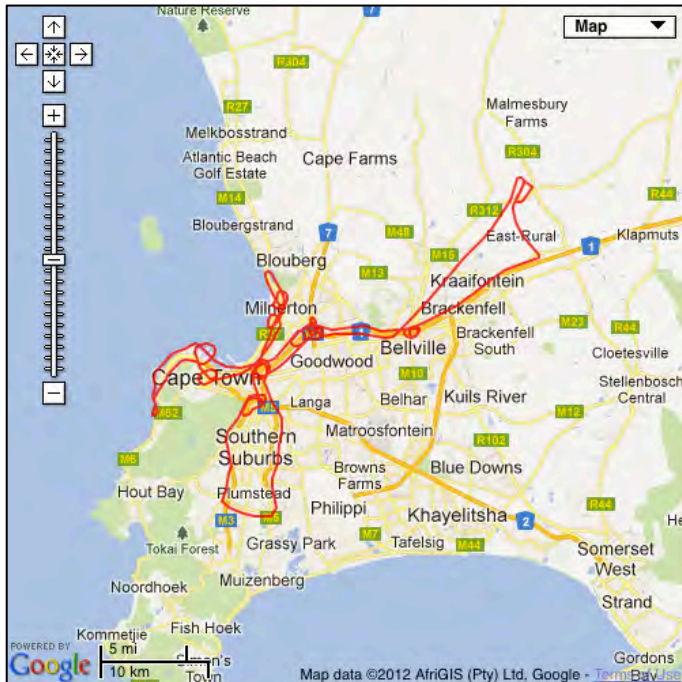
→ 616 Followers

**Flight #2**

10/05/2012

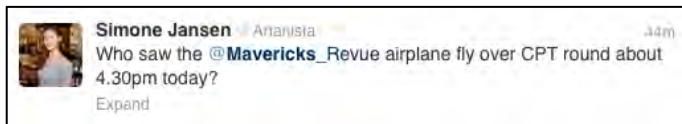
Duration: 2.2 Hours

Take Off Time: 15:42

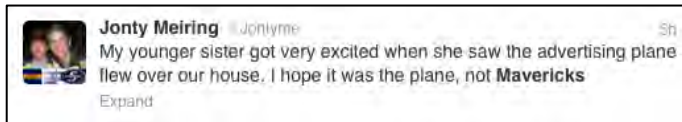


Pilot Comment:  
*"South Easter prevented from Hout Bay routing. Adapted accordingly and spend more time on M5, high traffic on Koeberg Interchange and Hospital Bend. Air Traffic Control delayed return route. 2 orbits overhead client."*

### Twitter Responses:



58 Followers



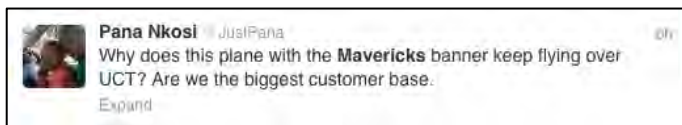
87 Followers




66 Followers



136 Followers




91 Followers



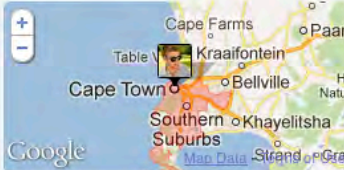
**Nickste** @nickste 7h

Just spotted the @Mavericks\_Revue banner flying behind a plane above Table Mountain! [pic.twitter.com/NTm3I6EF](http://pic.twitter.com/NTm3I6EF)

Hide photo Reply Retweet Favorite




powered by Photobucket Flag this media



4:38 PM - 10 May 12 via Twitter for iPhone · Details

220 Followers




**Martin Ras** @Martin\_Ras 1h

@nickste @mavericks\_revue lol I also had the pleasure, takes everything back to traditional advertising...

Hide conversation Reply Retweet Favorite

10:11 PM - 10 May 12 via Twitter for iPhone · Details

225 Followers




**Pana Nkosi** JustPana

Mavericks is really serious about its advertising.

Expand

91 Followers




**Nadine Theron** @NadineTheron 7h

Nothing like a flying **Mavericks** sign to make the last ten minutes of Thursday go by with light office banter. As swiftly as the sign itself.

Expand

689 Followers




**Marie** @mariesnymanza 7h

#ThatAwkwardMoment when you ask for a sign and a plane with a **Mavericks** banner flies past! #facepalm

Expand

68 Followers




**Lucy G Da Costa** @LucyGoretti 7h

Who's going to **Mavericks** tonight after seeing the advert flying through the air!

Expand Reply Retweet Favorite

183 Followers




**Tiro Choabi** @Tiro 15h

Hehehe **maveriks** is flying a banner over the southern suburbs...

Expand

107 Followers






**Ilze Dreyer** @Illie\_D 7h

My bad @guthriecooper never ever goes to **Mavericks** it interferes with his pottery classes [pic.twitter.com/SWrAsrgN](https://pic.twitter.com/SWrAsrgN)

Hide photo Reply Retweet Favorite



powered by Photobucket Flag this media


4:49 PM - 10 May 12 via Camera on iOS · Details

**Guthrie Cooper** @guthriecooper 5h

@Illie\_D thats correct ilze!

Expand

538 Followers



**Sky Messaging** @skymessaging 7h

"@theklaMK: @skymessaging - hey you flying a new #**banner Mavericks** #capetown. Looking good" well spotted...

Expand


**Thekla** ♥ @theklaMK 7h

@skymessaging - hey you flying a new #**banner Mavericks** #capetown. Looking good

Expand

76 Followers

140 Followers




**alexi demetriou** @alexi\_demetriou 7h

Just saw a plane towing a **mavericks** sign... The mothership is calling @NickChristelis home... Hahaha:D

Expand

53 Followers



**Andrea** @ands\_pav\_nic 7h

Really? A plane flying around with a **Mavericks** banner...is that how advertising happens these days...?


Expand

1116 Followers

**MishTotHed** @MishtotheD 7h → 1455 Followers

Seriously? Business must be slow RT @LifeisSavage: **Mavericks** doing so aerial advertising. #milehightitties [lockerz.com/s/207885671](https://lockerz.com/s/207885671)


Hide photo Reply Retweet Favorite



**Daddy** @LifeisSavage 7h → 4677 Followers

**Mavericks** doing so aerial advertising. #milehightitties [lockerz.com/s/207885671](https://lockerz.com/s/207885671)

Hide photo Reply Retweet Favorite



Lockerz Flag this media

1 RETWEET

**Kenlow** @KenlowDJ 7h → 724 Followers

Check - The sky #wonders of Marketing **MAVERICKS** #I like

Expand

**Mikey Nathan** @MikeyBoy\_zz 7h → 182 Followers

Is anyone else seeing the Maverick **banner** flying thru CT airspace? Can Strippers be pilots? #sexist?

Expand Reply Retweet Favorite

**Mavericks Revue Bar** @Mavericks\_Revue 11 May → 616 Followers

Seems like a lot of you have noticed our cheeky little ad flying above @CapeTown - Keep your eyes open for it this weekend xx

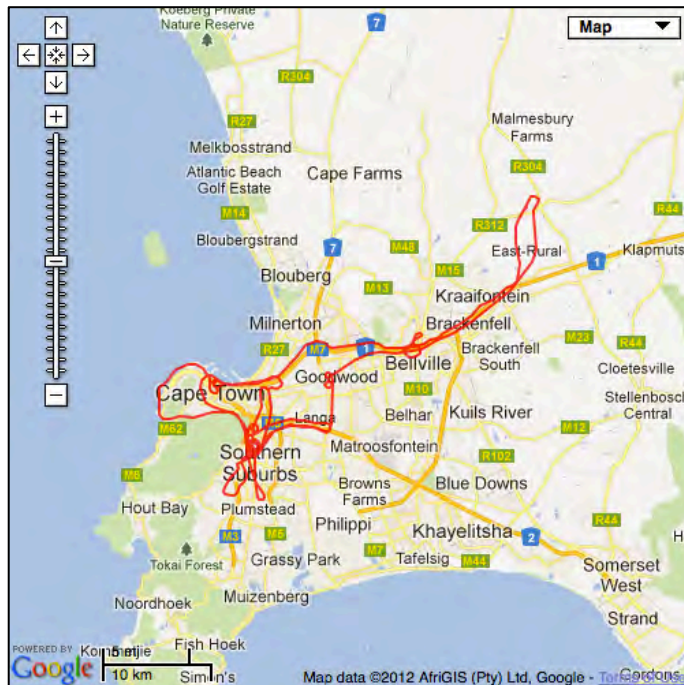
Expand

**Flight #3**

12/05/2012

Duration: 2.0 Hours

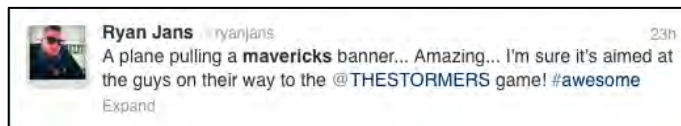
Take Off Time: 15:49

**Pilot Comment:**

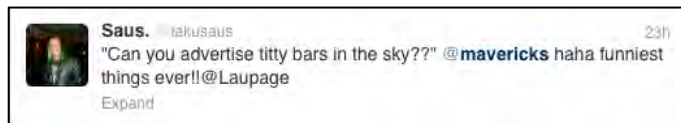
*"Great weather - Newlands was smelling of braai at 1000ft - packed sports fields all over Cape Town with various soccer and rugby matches. (Green Point stadium had a game running)."*

**Twitter Responses:**

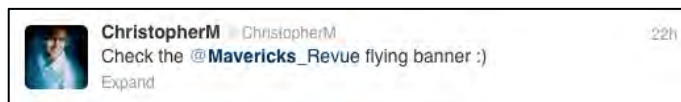
202 Followers




355 Followers







62 Followers






6571 Followers

**Dominique Odayan** @Dom\_Odayan 23h

Mavericks doing aeroplane banner advertising lol [yfrog.com/nwayjbaj](http://yfrog.com/nwayjbaj)


 Hide photo  Reply  Retweet  Favorite







 YFrog  Flag this media


4:57 PM - 12 May 12 via Twitter for BlackBerry® · Details



→ 95 Followers

**BenWagner** @BenWagner 23h

Mavericks providing some options for the Thai sailors later on [pic.twitter.com/VOErb1Ka](http://pic.twitter.com/VOErb1Ka)


 Hide photo  Reply  Retweet  Favorite




powered by  Photobucket  Flag this media

4:51 PM - 12 May 12 via web · Details


→ 1260 Followers

**Ewald Kieber** @Hunting\_Pilot 12 May


@Mavericks\_Revue where is the aircraft, lol.

 Expand


→ 202 Followers

**Marc Ashton** @zamarcashion 12 May


@ChristopherM @mavericks\_revue - we trying to work out how many lap dances it takes to keep it in the air!

 View conversation

→ 2137 Followers

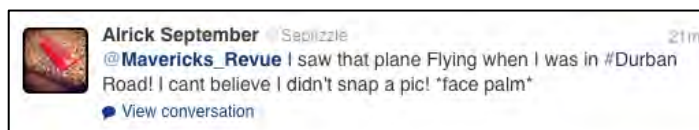
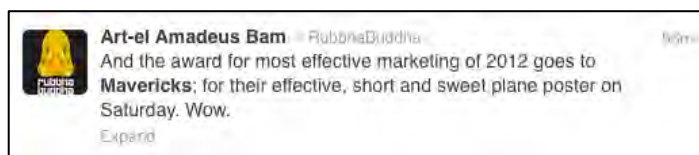
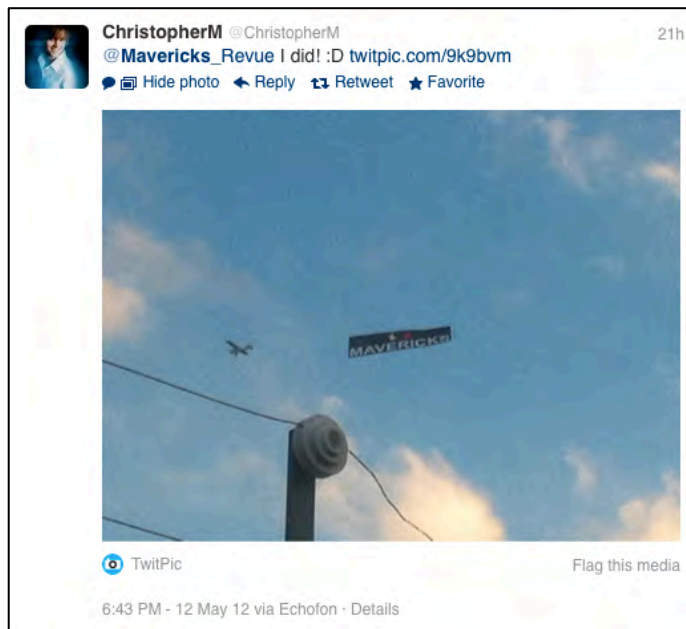
**shawn roos** @shawvroos 22h

Plane with a **Mavericks** banner been flying over Claremont all afternoon. Seriously. How low can they go?

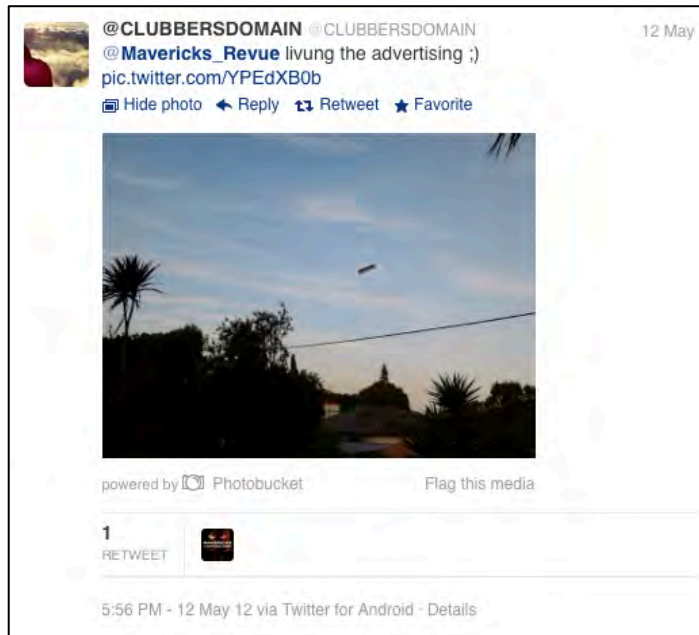
 Expand

→ 951 Followers

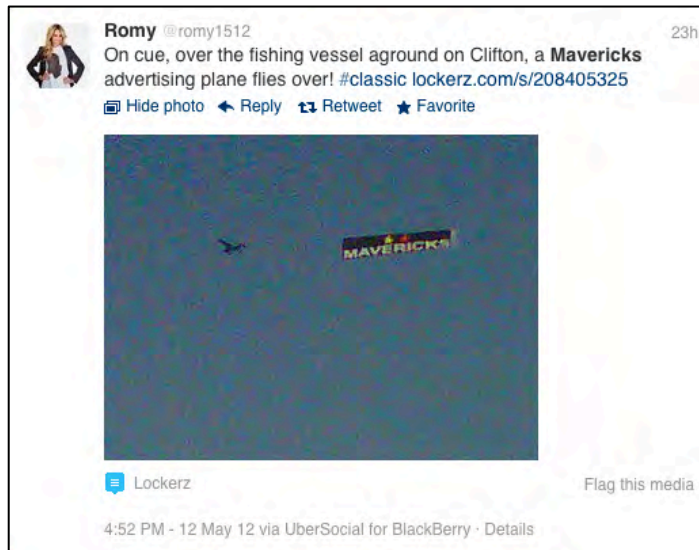








→ 269 Followers



→ 893 Followers



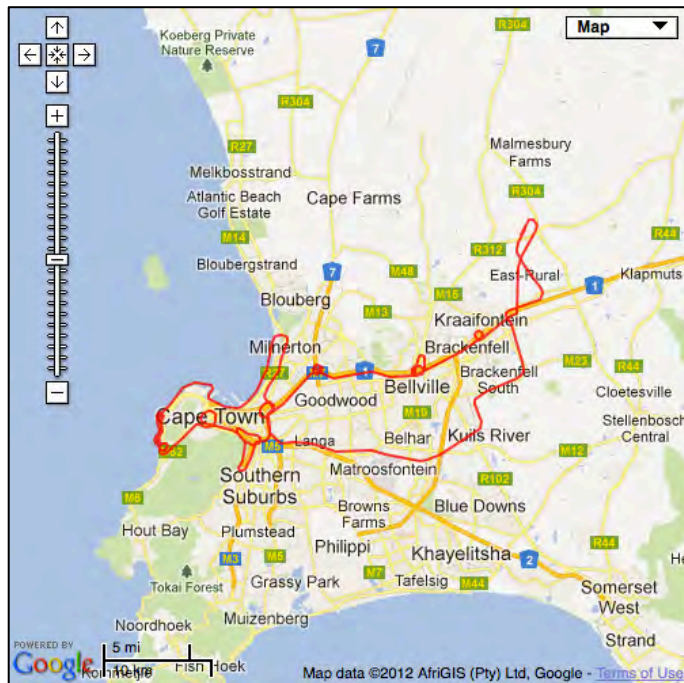
→ 616 Followers

**Flight #4**

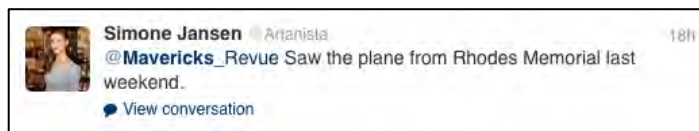
16/05/2012

Duration: 1.8 Hours

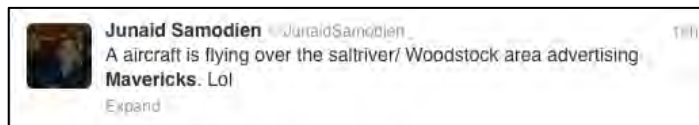
Take Off Time: 15:43

**Pilot Comment:**

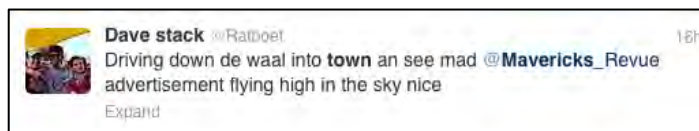
*"Wonderful day for flying! Arterial routes dense with traffic, several orbits made. Comments in flight from helicopter, airline on approach and gyro formo. Hope the crew enjoy supper."*

**Twitter Responses:**

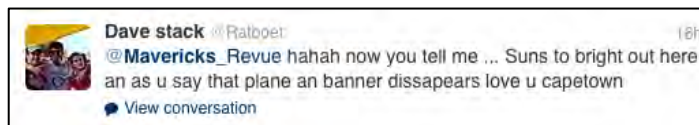
58 Followers



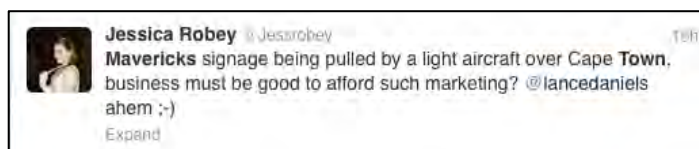
118 Followers



394 Followers



394 Followers



60 Followers

**Simone Jansen** @Artanista 17h → 58 Followers

@**Mavericks\_Revue** Came across this pic i took  
@**RhodesMemorial...** one can notice the black sign in the distance  
[pic.twitter.com/fp1pRpMB](http://pic.twitter.com/fp1pRpMB)

Hide photo Reply Retweet Favorite



powered by Photobucket Flag this media

1 RETWEET

4:04 PM - 16 May 12 via web · Details

**Romy Janari** @RomyJ13 18h → 104 Followers

#**mavericks** flying banner ad in Newlands... Really?!!

Expand

**Kathleen Huang** @Chinabum 18h → 124 Followers

Not enough people going to strip clubs anymore I see. Excessive advertising with the **Mavericks** plane. #PornIsCheaper

Expand

**Ewald Kleber** @Hunting\_Pilot 16h → 202 Followers









Got the little buggar again! #MavePlane @**Mavericks\_Revue**  
[lockerz.com/s/209415353](http://lockerz.com/s/209415353)

Hide photo Reply Retweet Favorite









Lockerz Flag this media

5:05 PM - 16 May 12 via UberSocial for BlackBerry · Details

-  **@CLUBBERSDOMAIN** @CLUBBERSDOMAIN 15h → 269 Followers  
 "@Ratboet: Where the shit is the @Mavericks\_Revue plane hahahah its like hunting for where's wally" LMFAO! Brilliant!  
 from Bellville, Western Cape
-  **Brent Jacobz** @BrentJay 15h → 34 Followers  
 There's a giant #mavericks banner in the sky right now...#truth  
 Expand
-  **Matthew Newnham** @MatNewnhamZA 15h → 131 Followers  
 Has anyone seen the @Mavericks\_Revue flying banner over cape town today, I expected it to hover over parliament it only slowed down!  
 Expand
-  **Dave stack** @Ratboet 15h → 394 Followers  
 @CLUBBERSDOMAIN dude people in camps bay getting free lappies me just still hunting for @Mavericks\_Revue plane hahaha  
 View conversation
-  **@CLUBBERSDOMAIN** @CLUBBERSDOMAIN 14h → 269 Followers  
 @Ratboet @Mavericks\_Revue saw it thrice 2day but damn battery on my phone wudnt allow me to take a pic "Sigh"  
 from Bellville, Western Cape
-  **Candice Vietri** @CandiceVietri 14h → 523 Followers  
 @bianca\_els @craig\_stack @mavericks\_revue I prefer the pic I took the other day :) [yfrog.com/nz92spofj](http://yfrog.com/nz92spofj)  
 Hide photo Reply Retweet Favorite  
  
 YFrog Flag this media  
 6:41 PM - 16 May 12 via Twitter for iPhone · Details
-  **bianca els** @bianca\_els 14h → 693 Followers  
 @CandiceVietri there you go lol RT @Craig\_Stack: RT @Mavericks\_Revue: Our plane flew out to offer a warm welcome, ... [m.tmi.me/q4fOH](http://m.tmi.me/q4fOH)  
 Expand



 <p><b>Craig Stack</b> @Craig_Stack        @CandiceVietri @bianca_els @mavericks_revue Dammit...        Everyone has seen it. I still need to see it, I WILL get the best pic!        Hehe  <a href="#">View conversation</a></p>	14h	→ 1903 Followers
 <p><b>Candice Vietri</b> @CandiceVietri        @Craig_Stack @bianca_els @mavericks_revue instagraming it and        calling it the "best pic" won't count by the way :)  <a href="#">View conversation</a></p>	14h	→ 509 Followers
 <p><b>Dylan Culhane Esq.</b> @dylanculhane        At @mavericks_revue getting ready to shoot some strippers. With a        camera that is..        from Cape Town, Western Cape</p>	14h	→ 509 Followers
 <p><b>Mavericks Revue Bar</b> @Mavericks_Revue        @Artanista Keep your eyes on the sky from 4pm, see if you can snap        a piccie xx  <a href="#">View conversation</a></p> <hr/> <p><b>Mavericks Revue Bar</b> @Mavericks_Revue        Our plane will be out and about again today. The fishing boat on        Clifton 4th is on the flight path, get those cameras ready xx        Expand</p>	16 May	→ 616 Followers
 <p><b>Mavericks Revue Bar</b> @Mavericks_Revue        @Artanista @RhodesMemorial well done Artanista :) xx  <a href="#">View conversation</a></p>	16 May	→ 616 Followers
 <p><b>Mavericks Revue Bar</b> @Mavericks_Revue        Our plane flew out to offer a warm welcome, free meal, and female        company to the fishermen residing on Clifton beach! <a href="#">ow.Jy/I/D8pU</a>        Expand   Reply   Retweet   Favorite</p> <hr/> <p><b>Mavericks Revue Bar</b> @Mavericks_Revue        @Ratboet Get a picture of it and tweet us and you can win a VIP night        with us xx  <a href="#">View conversation</a></p>	16 May	→ 616 Followers

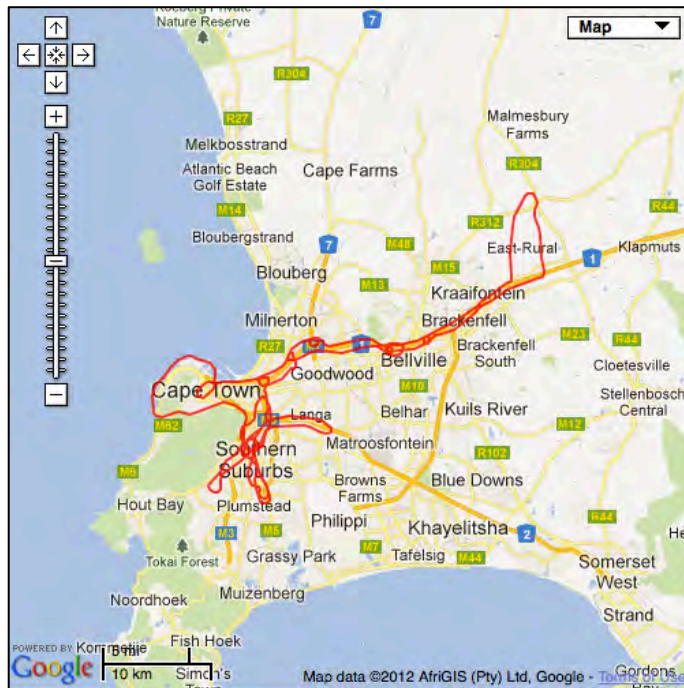


**Flight #5**

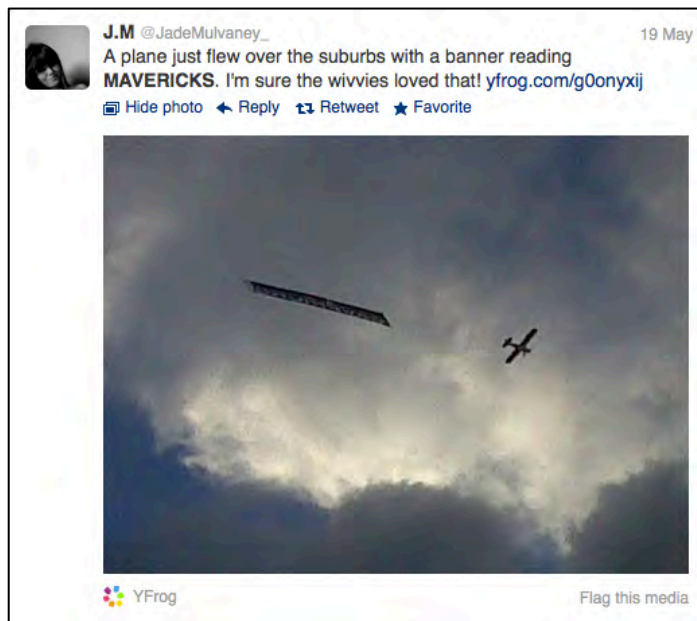
19/05/2012

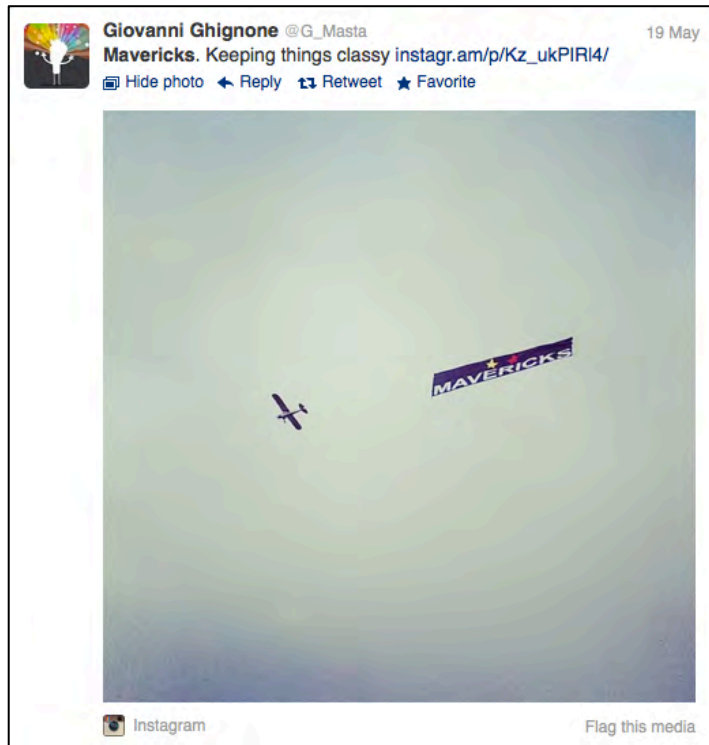
Duration: 2.0 Hours

Take Off Time: 15:44

**Pilot Comment:**

"Traffic on N1 due to accident.  
Newlands area: 3 Sports Fields  
packed for pre game braai. light  
Traffic picking up from 5pm on major  
roads. No rain."

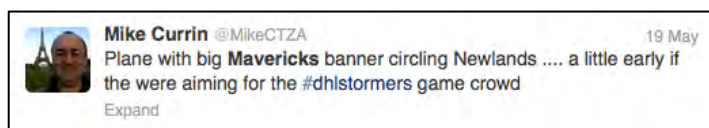
**Twitter Responses:**



→ 972 Followers




→ 106 Followers



→ 232 Followers

**Alrick September** @Septizzle 19 May → 265 Followers  
@Mavericks\_Revue spotted flying above Rosmead Avenue Wynberg  
pic.twitter.com/GTIQTzyo  
Hide photo Reply Retweet Favorite



**Matt Cowan** @mattcowan1 19 May → 283 Followers  
@Mavericks\_Revue's representing newlands. yfrog.com/gym10utqj  
Hide photo Reply Retweet Favorite



YFrog Flag this media  
4:41 PM - 19 May 12 via Twitter for BlackBerry® · Details

**Samantha Chapman** @WithLoveMissC 19 May → 86 Followers  
I see you're also working on this fine Saturday @derMrEagle !! And for #Mavericks nogall! ;)  
Expand

**Alex Cohen** @AlexCohen\_za 19 May → 106 Followers  
Mavericks really must be desperate in order to resort to fly-by banner ads.  
Expand

