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Case Study

## Qatar Airways Cargo

April 2020

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## THE CLIENT

**Qatar Airways Cargo**, the freight arm of Qatar Airways, is a leading cargo airline, has recently been announced as the No 1 Cargo Airline of the Year by IATA.

We have worked with Qatar Airways Cargo for over 6 months on a wide range of projects - from brand to campaigns - and a few examples are included in the following pages.



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# SOUTH AMERICA CAMPAIGN

## Overarching Advertisement

Qatar Airways Cargo have announced 4 new destinations in South America. This has doubled the number they are flying to in the region and significantly grown their capacity for both imports and exports for the South America. The new destinations are Santiago (Chile), Campinas (Brazil), Bogota (Colombia) and Lima (Peru).

Before developing destination-specific adverts, we created an overarching advert launching the new destinations. As Lima was delayed, it wasn't featured in the initial adverts but had to be allowed for when it came online.

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# SOUTH AMERICA CAMPAIGN

## Overarching Advertisement

We developed a 'vintage' creative direction, using passport-style stamps to highlight each destination and a leather-effect background map.

The design needed to work within the Qatar approved brand guidelines, had to be flexible enough to work in multiple formats - both print and digital - including use as a website homepage carousel banner.



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# SOUTH AMERICA CAMPAIGN

## Bogota, Colombia

Following on from the vintage style set for the overarching advertisements, we created specific destination adverts which followed the style of vintage air freight posters.

Here are examples of the Bogota creative, applied across multiple formats.

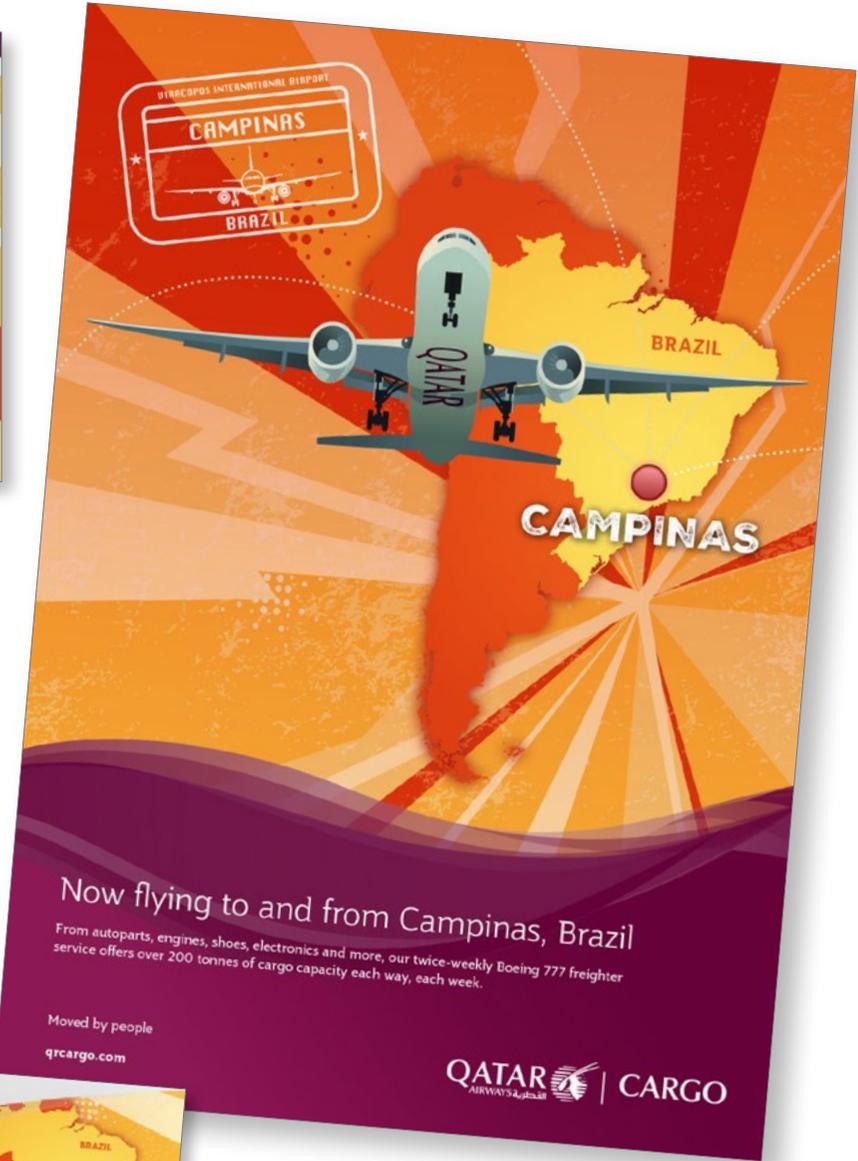


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# SOUTH AMERICA CAMPAIGN

## Campinas, Brazil

Here are examples of the Campinas creative, applied across multiple formats.



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# ADVERTISING

## Santiago, Chile

Here are examples of the Santiago de Chile creative, applied across multiple formats.

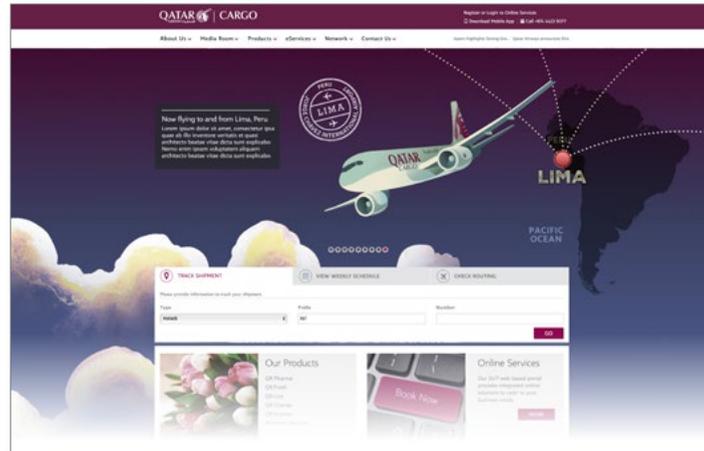


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# ADVERTISING

## Lima, Peru

Here are examples of the Lima creative, applied across multiple formats.



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# PHARMA ADVERTISEMENT

## Design concepts

A key area for Qatar Airways Cargo is their expertise and specific facilities for transporting pharmaceuticals. They have exceptional seamless cool chain solutions which we focused on to deliver a range of creative ideas which would have standout in the trade press.

## Cool climate technology – pharmaceuticals where they need to be



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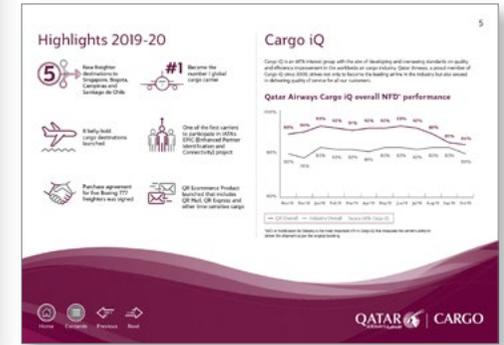


# MONTHLY FACT SHEET

## Interactive PDF Fact Sheet

Qatar Airways Cargo issues a monthly fact sheet providing an overview of their business.

We designed an interactive version to give the viewer a more engaging experience.



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To view the interactive PDF turn to next page

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# MONTHLY FACT SHEET

Interactive PDF Fact Sheet

Click to view



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## ILLUSTRATION

### Mother's Day Greeting

Qatar Airways Cargo briefed us to create visual assets that would be used across all digital comms - including social media and email.

Following on from the vintage themes of the South America campaign, we developed an illustrative approach to celebrate Mother's Day.

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# Moving flowers, to mothers everywhere

2.3m tonnes of flowers in March



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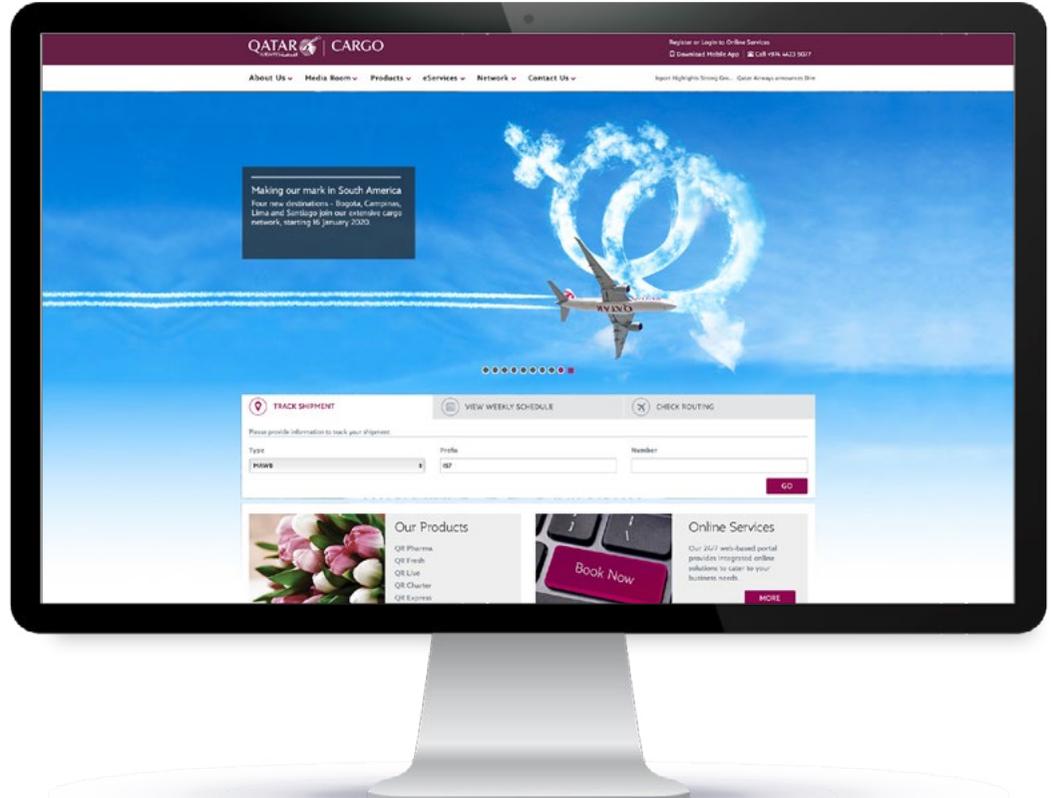
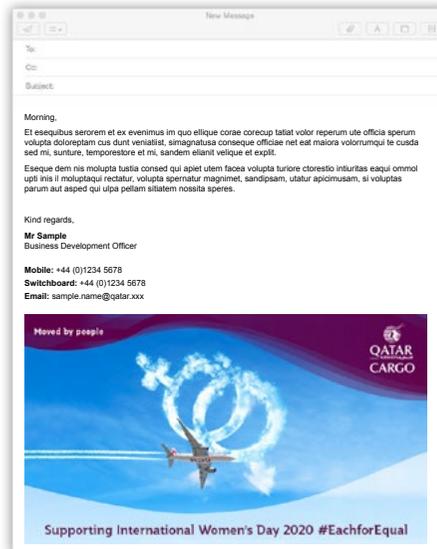
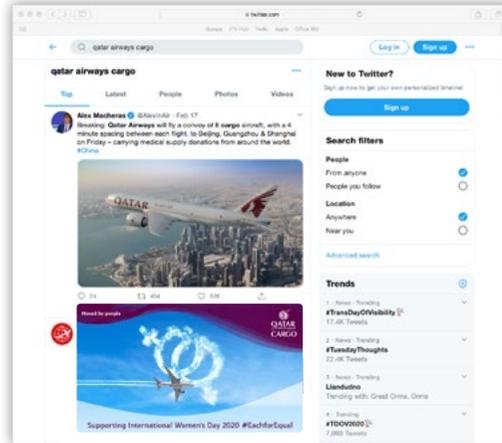
# INTERNATIONAL WOMEN'S DAY 2020

We were briefed to develop creative to show Qatar Airways Cargo's support of International Women's Day 2020.

The theme this year was #EachforEqual and our creative reflected this equality and the link with Qatar Airways Cargo.

We developed assets to be used both in social media and on the website.

## Supporting International Women's Day 2020 #EachforEqual



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Twitter banner

Email banner

# LOGO DESIGN

## WeQare

Qatar Airways Cargo's ambition is to lead the way in sustainability.

We were briefed to develop a logo to reflect this ambition which would be used alongside the parent brand.

Final chosen logo



WeQaRe

Selection of alternative ideas



WeQaRe



WeQaRe



WeQaRe



WeQaRe



WeQaRe



WeQaRe



WeQaRe



WeQaRe

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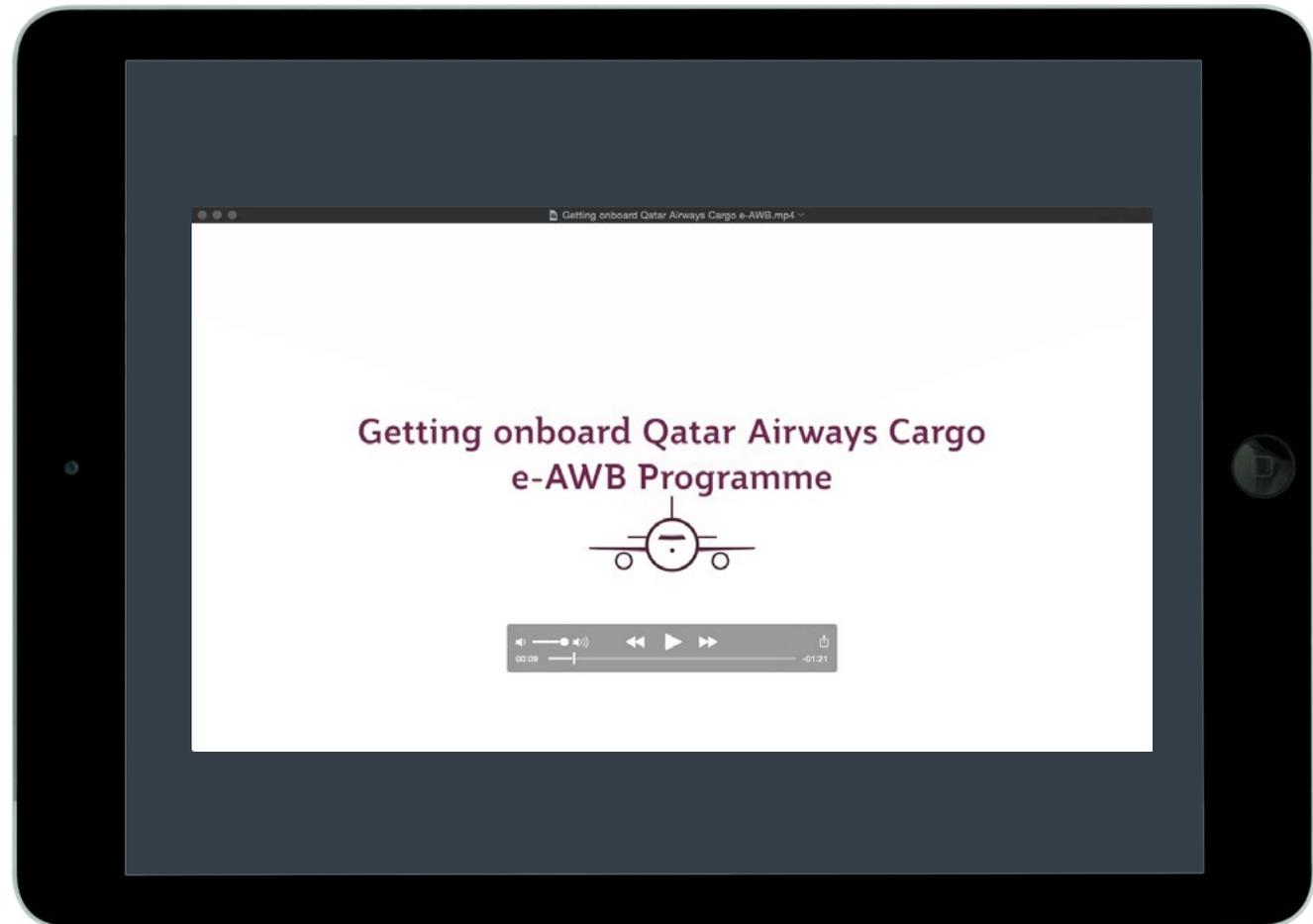
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## E-PROCESS VIDEOS

### e-AWB Programme video

Qatar's vision is to focus on digitalisation. As such, we were briefed to turn word-based on-page content about their e-processes into engaging video content. We developed animated videos with a music soundtrack.

The first, shown here, is the e-AWB Programme



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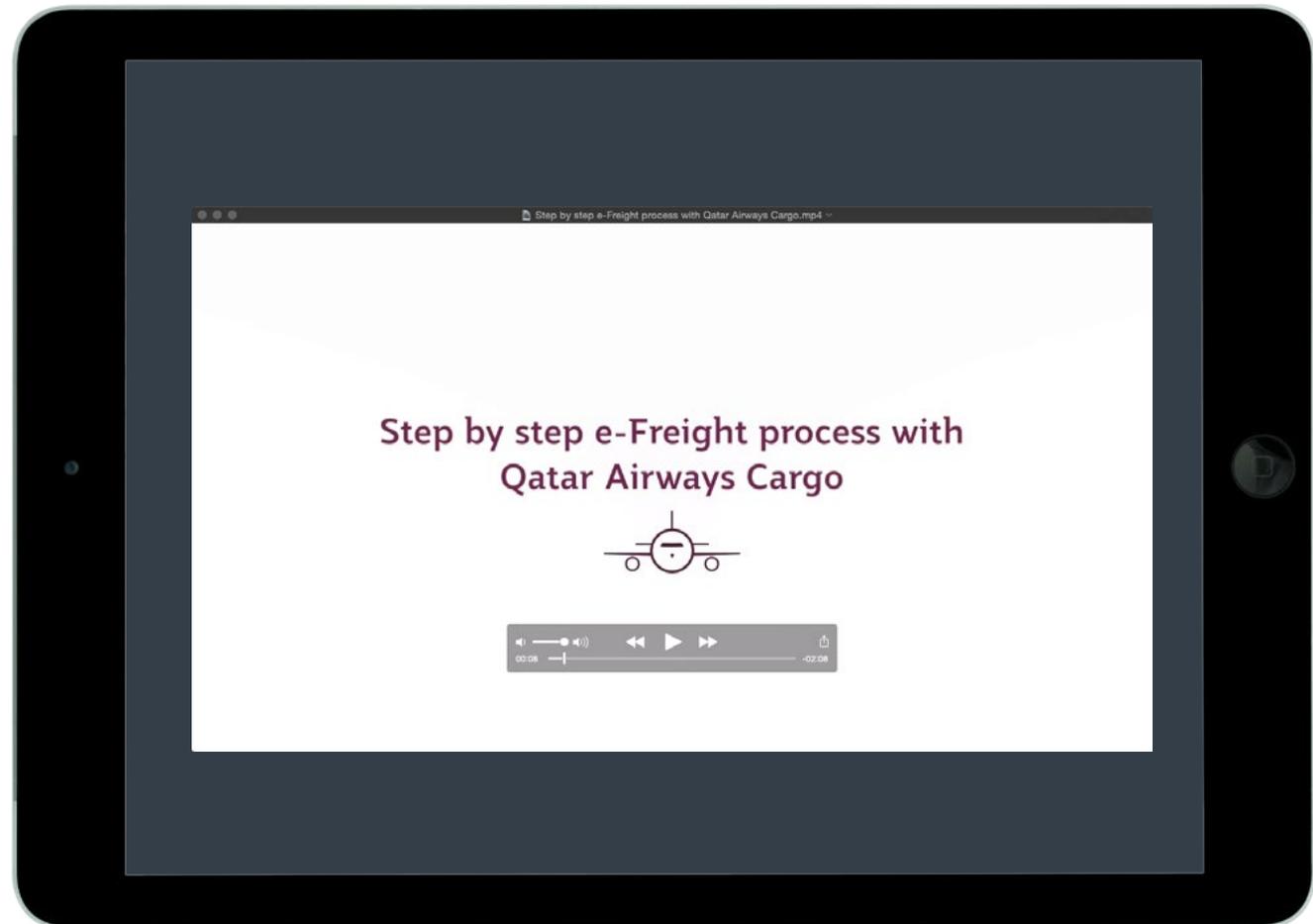
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## E-PROCESS VIDEOS

### Step by step e-Freight process video

The second video, is the step-by-step e-Freight process video.



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## THE AGENCY WHERE MINDS MEET

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Bellman Strategic Marketing a full service, integrated, strategic marketing communications agency. We have a broad skill base and focus on high service levels and delivering solutions that work.

Our core strengths are strategic positioning, brand development, events and digital using the latest in leading-edge technology including responsive design, interactive kiosks and touch screens. We have invested heavily in our digital offering over the past 14 years and have a highly skilled and experienced team working on a wide range of digital projects from websites, presentations and online advertising to emarketing, mobile, 3D modelling and interactive infographics. We also offer SEO and social media consultancy and have in-house photographic and video capabilities, including retouching and image library management.

We have a broad client base across many industry sectors including Financial Services, Manufacturing, Charities, Travel, Pharmaceuticals and Retail many of these clients operating in a global or Pan-European market place.

For further information or to request further copies of this case study, please contact:

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