

AEROFLOT CASE STUDY



IAA
INTERNATIONAL ADVERTISING ASSOCIATION

BACKGROUND



[Aeroflot](#) Group is Russia's largest airline group and ranks among the top 20 globally by passenger numbers. In 2019 the Group had **41.3%** market share in Russia and carried more than 60.7 million passengers.

BACKGROUND



- The Aeroflot group is made up of Russian Airlines, Rossiya (mid-market carrier), Aurora (regional carrier in the Russian Far East) and Pobeda (low-cost carrier).
- PJSC Aeroflot is the parent company of the Group, the Russian Federation owns a **51.17%** stake in PJSC Aeroflot and PJSC shares are traded on the Moscow Exchange.

NATIONAL IDENTITY



Aeroflot has transformed itself from a Soviet company into an international success story with companies like [Brand Finance](#) valuing it as the **world's strongest airline brand**. Part of this transformation was enabled by the brand switching from Soviet-built aircrafts to **western made planes** which vastly improved its safety record.

NATIONAL IDENTITY



- Aeroflot has some of the newest passenger jets in the industry with the average age of their planes being just five years old. Aeroflot holds **4-Star Airline status** from Skytrax and has been named Best Airline in Eastern Europe eight times.
- Aeroflot reinforced its international reputation through its sponsorship of Manchester United which helped Aeroflot reach a vast global audience, with East Asia a particular success

ECONOMIC IMPACT



The success of the Aeroflot brand reflects the wider national transformation of the Russian Federation from a communist country to a more westernised democracy. Additionally, the [Centre for Aviation](#) argues that much of the airline's success has been guided by the Russian government's consolidation of the Russian market.

ECONOMIC IMPACT

IAA



The group's growth has been resilient to fluctuations in the macroeconomic and geopolitical backdrop in Russia and is expected to reach its target to carry 90 to 100 million passengers in 2023.

ECONOMIC IMPACT



Aeroflot's cooperation with the Russian government has been seen recently when they worked in unison in efforts to tackle the Covid-19 pandemic; the company [collaborated](#) with the Government's repatriation programme, which has brought 147,000 people home on special flights since mid-March.



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