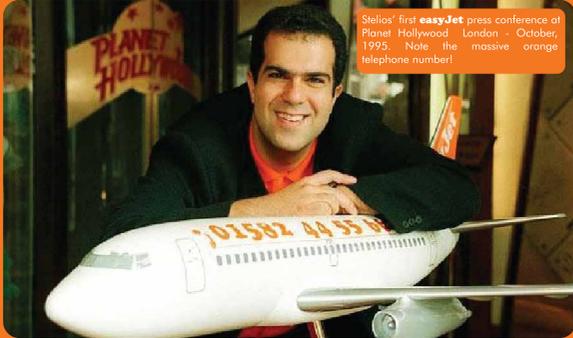


CREATING **easy**[®]



Stelios' first **easyJet** press conference at Planet Hollywood London - October, 1995. Note the massive orange telephone number!



The famous PR campaign featuring Stelios and Lorraine 'Luton Airport' Chase holding a replica aircraft and a pair of jeans in 1995. The strapline was 'Making flying as affordable as a pair of jeans - £29 one way.'



Stelios waving from the aircraft door as the first **easyJet** flight prepares for take-off at 7am - 10 November 1995 from Luton Airport to Glasgow.



An aerial view of the first **easyJet** HQ at Luton Airport.

The **easy** family of brands was launched in 1995 with the inaugural flight of an airline offering low cost travel across Europe – **easyJet**. Two decades on it has transformed how people in Europe think about flying. With the warmth of its standout orange aircraft livery and uniforms, **easyJet's** affordability and accessibility has been ground breaking.

Founder Stelios Hajiloannou came up with the brand name and then picked out the brightest colour no other airline had previously used – Pantone 021c – or as it is now known, **easy** orange.

The businesses in the **easy** family of brands follow these 8 easy brand values

1. great value
2. taking on the big boys
3. for the many, not the few
4. relentless innovation
5. keep it simple
6. entrepreneurial
7. making a difference in people's lives
8. honest, open, caring & fun

PROMOTING **easy**[®]

The first flights were from London Luton to Glasgow and then to Edinburgh in November 1995. Crucially Stelios turned his back on the traditional high street travel agents (and their generous commissions!) by getting customers to book their own flights – first on the telephone – and then online via a dedicated website. Customers loved this new approach while crucially it kept costs down.



easyKiosk snacks for sale replaced the traditional free on-board meals of other airlines.

By 2017, **easyJet** had become one of the biggest airlines in the world operating more than 800 routes in more than 30 countries with a fleet of over 260 Airbus aircraft. More than 10,000 people now work for **easyJet** including 2,300 pilots and 5,000 cabin crew.



The amazing success of **easyJet** prompted competition, from rivals Ryanair and also British Airways. In one of the best known acts of guerrilla marketing, Stelios and nine **easyJet** colleagues dressed in orange boiler suits booked themselves on to BA's low cost carrier, Go's inaugural flight from Stansted in 1998. This stunt attracted the attention of the press and proved to be a great source of publicity for both airlines.

THE **easy**[®] FAMILY OF BRANDS

Stelios retained ownership of the **easy** brand, (including **easyJet**) in his private company **easyGroup** the Monaco/London based company now enjoys a predictable income from licensing it in return for a royalty based on turnover (not profits). **easy** has since been extended and licensed to:

- easyHotel**
 - easyCar**
 - easyProperty**
 - easyFoodstore**
 - easyGym**
 - easyBus**
 - easyVan**
 - easyOffice**
 - easyCoffee**
- and many, many more.



PROTECTING **easy**[®]

The **easy** brand success has made it a target for brand thieves to "pass off" goods and services in order for them to make a fast buck.

Consequently **easyGroup** has often had to take legal action to stop the theft of this very valuable brand.

Examples of brand thieves who have been stopped from using the **easy** brand without proper permission.



The chart below is prepared by the Museum of Brands in London who analyse and display many famous brands in their museum.

Owning a colour

Along with the brand name and graphic style, colour can be an important component of brand identity and recognition. Brands become associated with a particular colour or colour combination, although sometimes they may morph from one colour into another.

- | | | | | | |
|--------------|-------------|-----------|-----------|-----------|-------------|
| Creative, | Trust, | Peaceful, | Optimism, | Friendly, | Excitement, |
| Imaginative, | Dependable, | Growth, | Clarity, | Cheerful, | Youthful, |
| Wise | Strength | Health | Warmth | Confident | Bold |



easy[®] TODAY



For more information see www.easy.com and www.stelios.org for more information on Stelios' charity work.

April 2017
stelios Sir Stelios Hajiloannou