

# Embraer: 'Profit Hunter' Tech Shark



# Links to view

Force With Nature Website:

<https://www.embraercommercialaviation.com/e2-profit-hunter-a-force-with-nature/>

Singapore Airshow 2022:

[https://www.youtube.com/watch?v=WY1c4\\_YaOg8](https://www.youtube.com/watch?v=WY1c4_YaOg8)

Tech Shark:

<https://www.youtube.com/watch?v=NmH4gLzs68U>

Sustainability:

<https://www.youtube.com/watch?v=1910BoMP2p8&t=23s>

Engineering Change:

[https://www.youtube.com/watch?v=HwLM3YCcS\\_Ua](https://www.youtube.com/watch?v=HwLM3YCcS_Ua)

<https://www.youtube.com/watch?v=sgddXcnhehM>

<https://www.youtube.com/watch?v=HLc4d-ECCfl>

<https://www.youtube.com/watch?v=wVkGrBgMggE>

[https://www.youtube.com/watch?v=pvaF\\_aJlc\\_M](https://www.youtube.com/watch?v=pvaF_aJlc_M)

[https://www.youtube.com/watch?v=\\_kPwGIhL4x4](https://www.youtube.com/watch?v=_kPwGIhL4x4)

<https://www.youtube.com/watch?v=-vqa5w-qVDY>

Farnborough Airshow 2022:

<https://youtu.be/WT4mr33uoNI>

## E2. A FORCE WITH NATURE

*Ultra efficient high-aspect ratio wings, new engines and lightweight materials help to deliver a double-digit reduction in fuel consumption and the lowest level of CO2 emissions. Inside the cabin and outside, it's the quietest aircraft in its class, delivering a 65% reduction in noise levels around airports and the biggest margin to ICAO noise limits. The E2 Profit Hunter is a force with nature, not against it.*

**E2sustainability.com**  
**#ConnectToOurWorld**



CHALLENGE.  
CREATE.  
OUTPERFORM.

# Summary

The new Profit Hunter campaign was designed as a showstopper creative idea for Embraer to generate brand fame internationally as awareness of Embraer was low outside of the Americas.

Today the campaign is the most talked about campaign in the aviation industry and it continues to excite and engage its global audiences, outperforming the might and spending power of giants like Boeing and Airbus.

The new 'Tech-Shark' campaign started life as an animation and then became the actual livery of the Embraer Profit Hunter aircraft designed for the first live air show event held in Singapore in February 22.

The campaign was activated across all channels-paid, owned and earned.

Top of funnel activities included paid digital, trade press, DooH, social, PR, webinars, experiential activities, video, website, and using the aircraft itself as a flying poster site.

Middle of funnel activities included, webinars, website, whitepapers, customer presentations, experiential events.

Bottom of funnel-a customer demo tour of Asia Pacific as well as a customer event at the Singapore Airshow

The campaign outperformed across all KPIs- reach, engagement and brand sentiment making Embraer the world's most loved aircraft manufacturer- as well as gaining a \$10bn order book too!





# About the Client Company

Embraer, a Brazilian company, is a world leader in the design and manufacturing of aircraft in the 70-130 seat segment (known as regional jets), competing against the giants of the industry Boeing and Airbus and other regional challengers

## Objectives of the Campaign

- Lead the aviation headlines on sustainability.
- Amplify how Embraer aircraft solved Airline's profit making and sustainability challenges without compromise
- Land the tech message with audiences in an imaginative way.
- Beat previous campaign results.
- Outperform Positive Brand Sentiment with Boeing and Airbus.
- Increase global reach and brand awareness by maximizing media opportunities across paid, owned and earned.
- Drive prospects to visit the website.



# LOWER EMISSIONS

## Strategy

Create an integrated campaign including live events, virtual events, viral video, digital animations Print, Social Casts and Social Media.

Gravity research indicated three key challenges for Airline Operators.

- 1) How to navigate the impact of Covid-19
- 2) How to generate profit in a post covid world.
- 3) How to deliver on their environmental targets as climate change becomes the world's number one priority.

The solution to these challenges involved persuading airlines of the benefits of the E2 next generation aircraft that are a lot easier to fill in an environment of lower passenger numbers and has the innovation and technology to deliver significant environmental benefits by operating with lower noise, less fuel burn, less maintenance requirements as well as delivering a much reduced carbon emission footprint.

Gravity created personas for the audience and the aircraft. Renaming the E190-E2 and E195-E2 (not memorable) as the 'Profit Hunter' reflecting the core proposition (most efficient/profitable) and the target market's needs (profit)-something even more relevant in the current environment

The 'big idea' extended from previous campaigns was to use hand-painted predators from the natural world on nose cones to attract attention but this time it needed to reflect the audience personas as hunters of profit and environmental improvement.

Our challenge was to 'own' sustainability in a crowded market of sustainability claims.

The solution was to create Tech Shark. The market couldn't wait to see the next iteration of the Profit Hunter series.

# Media, channels and techniques used

- *Creating the Profit Hunter – Tech Shark livery*
- *Creating the Tech Shark animation*
- *Press, online display and paid social advertising*
- *Paid and organic social posts*
- *Twitter, LinkedIn, Instagram, Facebook and YouTube posts*
- *Engineering change films- creating 8 episodes distributed via social media*
- *Sustainability in Action virtual/live event-Streamed live on YouTube.*
- *VR experience of flying the Profit Hunter*
- *AR to demonstrate the technology on the aircraft*
- *Market Outlook report – Market forecast, challenges and opportunities for the next 10 years*
- *Created short film series: 'Incredible Journeys.' X7 episodes*
- *All content, designs, UI, development, hosting and management of the ECA website – [www.embraercommercialaviation.com](http://www.embraercommercialaviation.com)*
- *e2sustainability.com web page, content, advertising*
- *OOH - print and digital OOH communications*
- *Social listening and monitoring and reporting*
- *Social media marketing and managing social channels on behalf of leadership, including community management*







**GREATER  
RANGE**

## Target Audience

The C-suite, operators of 70 airlines across 50 countries in existing and new markets including leasing companies, analysts and the media.

## Timescales

Campaign Period: April 21/April 22

Audience Research: Ongoing

Planning: Ongoing

Phase one:

Create the sustainability story

Phase two:

Sustainability in Action Event-October 21

Phase three: Launch-Tech Shark Aircraft at  
The Singapore Airshow 2022

# Results

Completely outperformed...again!

## Results:

### Fame:

- Increased reach and engagement across all regions:
- 3.65m impressions on Facebook, LinkedIn and Twitter
- 174% increase in brand reach
- 92% increase in SoV
- 85% increase in E-Jets brand mentions
- Website traffic:
- Europe +64%
- Africa + 120%
- Asia up +80%
- North America +64%
- South America +120%

### Admiration:

- Brand net sentiment as at Feb 22
- Embraer +66%
- Boeing -60%
- Airbus +31%
- Social following growth rate continues at 4X faster than Boeing 8x faster than Airbus

### Belief:

Now famously known as 'The Profit Hunter' by customers and journalists alike alongside the proposition of the world's most efficient single aisle aircraft.

**272** aircraft on firm order as at March 2021

**+\$10Bn** in order value.



# Client Testimonial

*New technologies and innovations are playing an ever greater part in the drive towards sustainability. The team at Gravity have a deep understanding of our aircraft, our technologies, our sustainability goals and created a brilliantly executed Tech Shark livery and content program that has significantly increased our Sustainability SOV and awareness of the E2 Profit Hunter family.*

**Maria Regina Cyrino Correa**  
Global Head of Promotion Strategy

# A FORCE WITH NATURE<sup>E2</sup>

## E2. THE WORLD'S MOST EFFICIENT SINGLE-AISLE AIRCRAFT

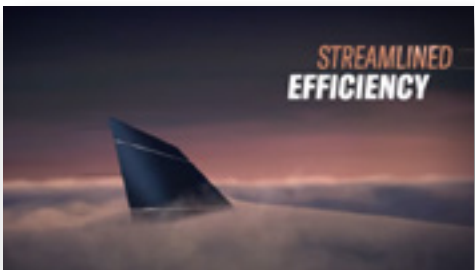
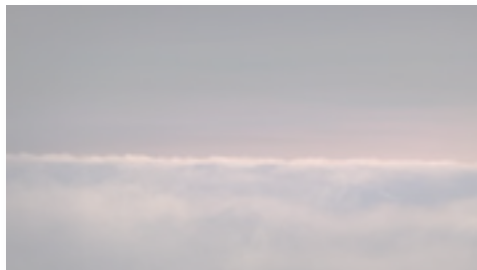
Lower fuel burn and emissions. Extremely quiet inside the cabin and outside. The most efficient aircraft in single-aisle. When it comes to environmental friendliness, the E2 is a force with nature.

#AForceWithNature



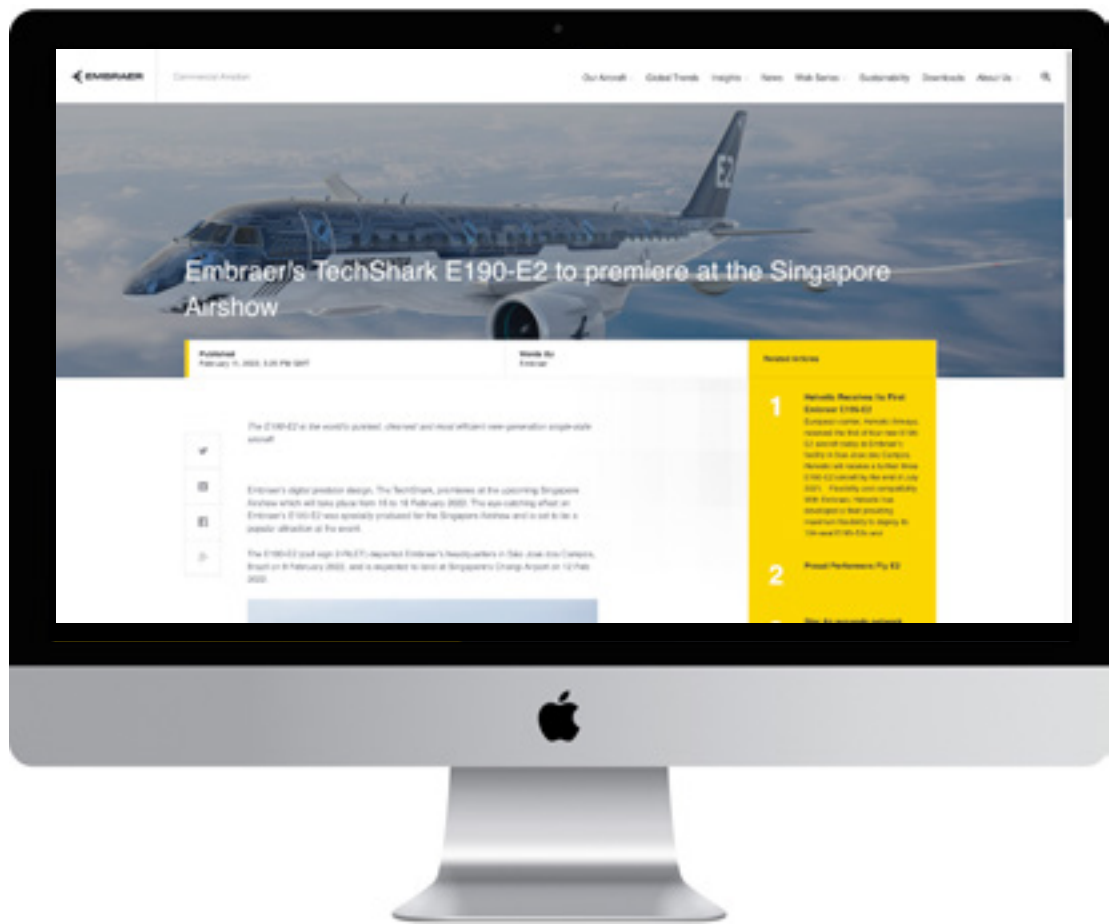
CHALLENGE.  
CREATE.  
OUTPERFORM.

Tech Shark Film





Website: E2 Sustainability





## E2. A FORCE WITH NATURE

*Ultra efficient high-aspect ratio wings, new engines and lightweight materials help to deliver a double-digit reduction in fuel consumption and the lowest level of CO2 emissions. Inside the cabin and outside, it's the quietest aircraft in its class, delivering a 65% reduction in noise levels around airports and the biggest margin to ICAO noise limits. The E2 Profit Hunter is a force with nature, not against it.*

[E2sustainability.com](http://E2sustainability.com)  
[#ConnectToOurWorld](https://twitter.com/ConnectToOurWorld)



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OUTPERFORM.

Social Engagement



Embraer  
558,305 followers  
@embraer

Lower fuel burn and carbon emissions. Incredible fuel efficiency. Extremely quiet. The right sized **#E2ProfitHunter** is the most eco-friendly aircraft in single-aisle and on Feb 15th -18th, at the Singapore Airshow, it will be carving out ...see more



STREAMLINED EFFICIENCY

0:12

E2 Profit Hunter Tech Shark



Embraer  
11 May · 🌐

Tech Shark fans, we got a special **#WallpaperWednesday** for you! Download all the new wallpapers of our E190-E2 Profit Hunter, available for mobile and desktop, by visiting our website: <https://embra.cc/yDEX> **#WeAreEmbraer** **#EmbraerStories**





John Higgins · 1st  
Embraer Marketing Specialist (Singapore) at Embraer Inc.  
100%

Just took a trip experience with 4 air to the sea - 100% Profit Hunter for 100% and the best for colleagues members **#EmbraerE2**





Felipe Wagner · 2nd  
Air Transportation Executive | Airline Corporate Strategist  
100%

Just took a trip experience with 4 air to the sea - 100% Profit Hunter for 100% and the best for colleagues members **#EmbraerE2**





Embraer  
558,297 followers  
@embraer

We just concluded a 3-day **#E190E2** demo tour in Vietnam. With stops in Hanoi, Ho Chi Minh and Côn Đảo, it was a great opportunity to show our guests how the **#E2** is ideal for linking more cities within the country and the region. They were impressed with the **#E2's** sleek design, fuel efficiency, low noise, and excellent short field performance. More at: <https://embra.cc/2ZDe1> **#EmbraerStories** **#WeAreEmbraer**

Acabamos de concluir nosso demo tour de 3 dias do **#E190E2** no Vietnã. Com paradas em Hanoi, Ho Chi Minh e Côn Đảo, foi uma ótima oportunidade para mostrar aos nossos convidados como o **#E2** é ideal para ligar mais cidades do país e da região. Eles ficaram impressionados com o design elegante do **#E2**, eficiência de combustível, baixo ruído e excelente desempenho em pistas curtas. Mais em: <https://embra.cc/2ZDe1> **#EmbraerStories** **#WeAreEmbraer**





Felipe Wagner · 2nd  
Air Transportation Executive | Airline Corporate Strategist  
100%

Only four months after receiving steep approach certification, the **#E190E2** is now flying to/from London city airport. On September 3, Helvetic started services between Zürich and London city (LCY).

The **#E2** is quieter, emits fewer pollutants, and has a longer range than the E190.

The E2 is a game-changer for both airlines and the **#environment**.

**#EmbraerStories** **#E2Sustainability** **#Airlines** **#aircraft** **#aviation**





AG Aviation Media  
20 February · 🌐

Embraer's E190-E2 in the "Tech Shark" livery on static display at the Singapore Airshow 2022. This aircraft is known as the profit hunter because of its high performance and low fuel burn. **#embraer** **#E190** **#techshark** **#sgairshow22** **#SingaporeAirShow2022** **#ua2022** **#embraerlovers** **#21st** **#singaporeairshow** **#embraer190** **#profithunter**





embraer · Following

**#PhenomenalFriday** com esta imagem incrível do **#E190E2** **#ProfitHunter** em sua pintura especial **#TechShark**, decolando de Singapura no mês passado, onde participou do **#SingaporeAirshow**! Agradecemos ao @the plane enthusiast por compartilhar essa foto espetacular com a gente. **#EmbraerStories**

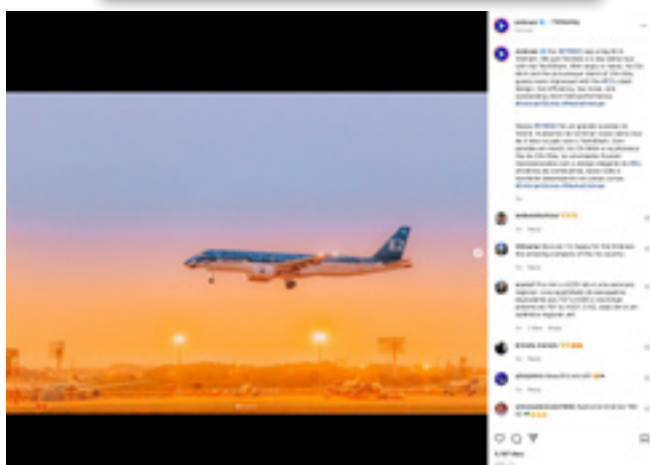
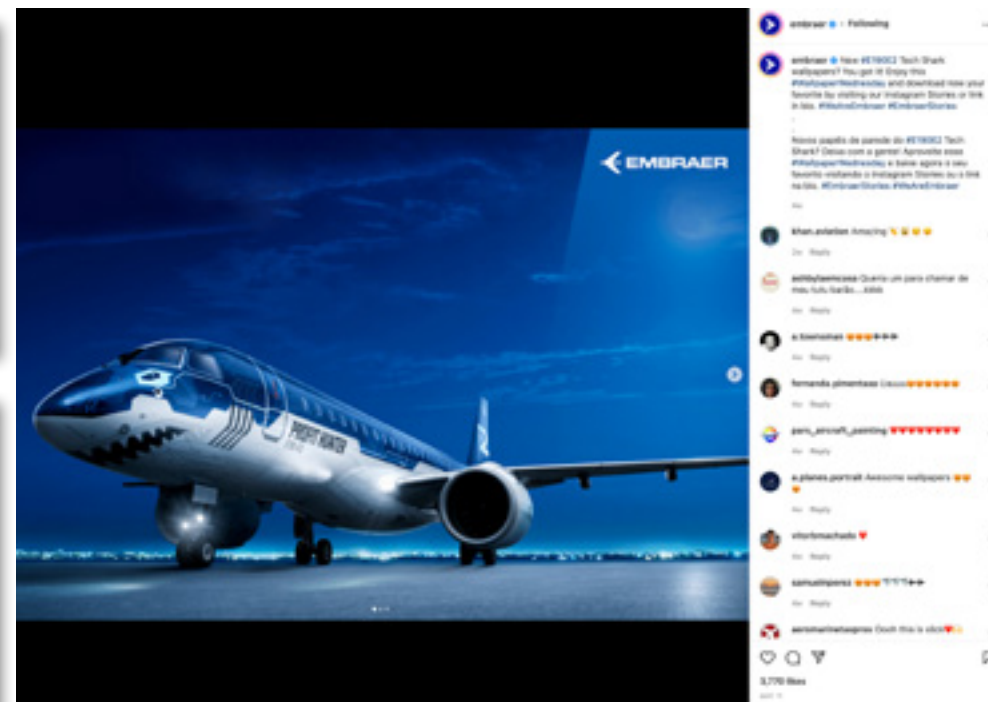
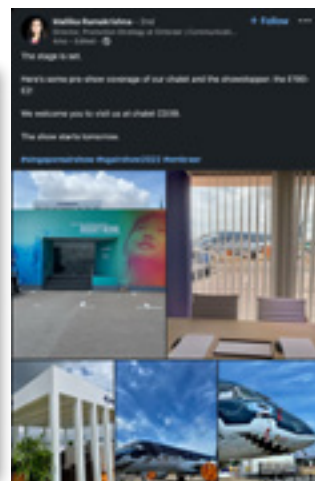
Liked by [lathbridgemark](#) and 6,711 others

WANT TO POST

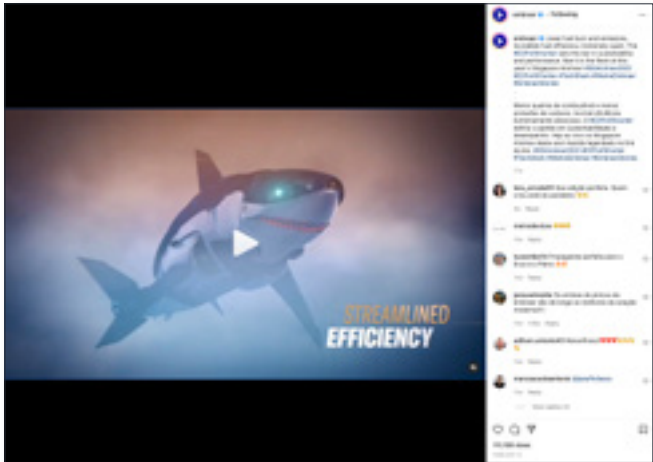
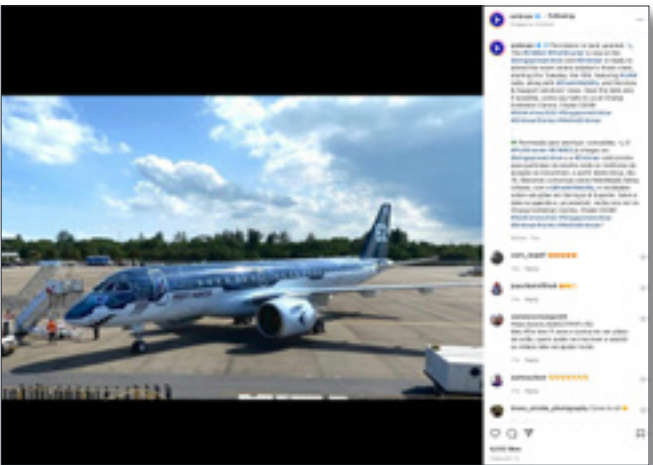
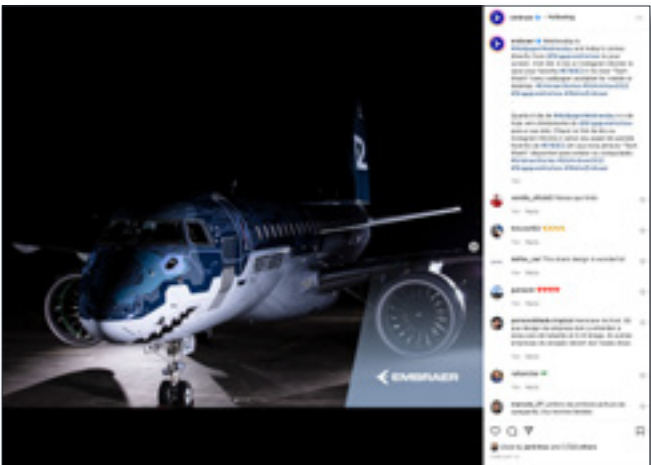
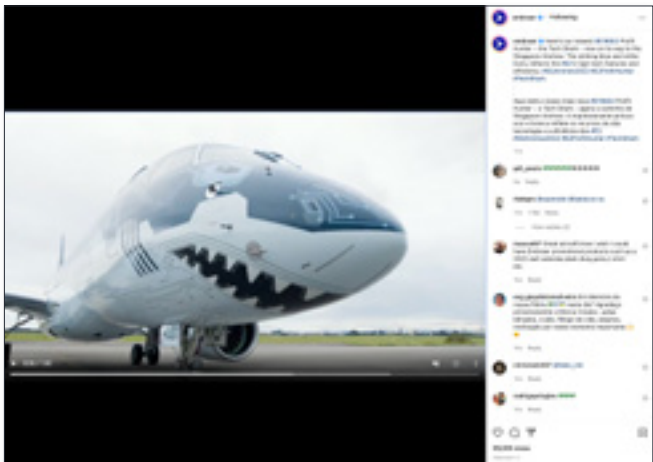
Add a comment...



## Social Engagement

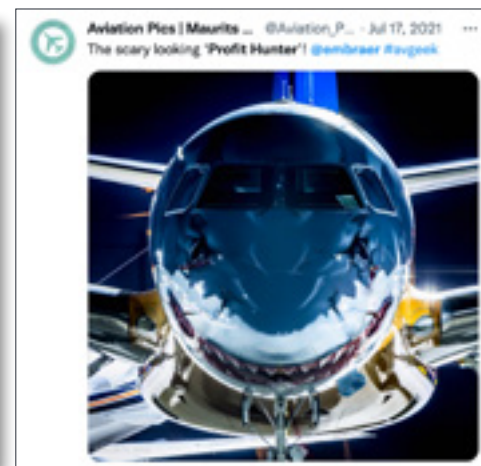


Social Engagement





## Social Engagement





## Farnborough Airshow 2022

**Embraer** @embraer

**#Embraer** is committed to a more sustainable future and, during the Farnborough Airshow, our E190-E2 TechShark performed its flight display using **#SAF** (Sustainable Aviation Fuel). **#WeAreEmbraer** **#EmbraerStories** **#EmbraeratFIA22** **#FIA2022**



346 views 1:02 / 1:38

Embraer no FIA 2022 - Prontos para o Futuro. Agora.

5,540 views 0:04 / 2:11

**Embraer** @embraer

No **#FIA2022**, apresentamos nossa visão para o futuro da aviação regional e mobilidade urbana além de anunciarmos uma série de parcerias estratégicas na aviação comercial e colaborações em Defesa. Estamos **#ProntosParaOFuturo**, agora: [bit.ly/3OEGQMm](https://bit.ly/3OEGQMm) **#EmbraerStories**

Translated from Portuguese by Google

At **#FIA2022**, we presented our vision for the future of regional aviation and urban mobility in addition to announcing a series of strategic partnerships in commercial aviation and collaborations in Defense. We are **#ProntosParaOFuturo**, now: [bit.ly/3OEGQMm](https://bit.ly/3OEGQMm) **#EmbraerStories**



346 views 1:02 / 1:38

Embraer no FIA 2022 - Prontos para o Futuro. Agora.

**Alessa Mariquito** · 2nd Market Intelligence | Managing & Optimizing Projects at... 2w · Edited ·


Proudly watching one of the flights of our **#E190E2** **TechShark** at **#FIA22**, and thinking how worth it is to always give +100% of your energy to projects you commit.

Once again, **Caio Evaristo**, **Anderson Martins**, **@Raquel Silva e Souza** and so many others, cheers to all of us delivering this amazing aircraft!

**#weareembraer** **#embraerstories** **#teamwork** **#challenge** **#create** **#ourperform** **#aircraft**

**Aviation International News** 86,347 followers 2w · Edited ·


Embraer's Tech Shark liveried E190-E2 impressed the crowds at Farnborough with its maneuverability and low noise. **#FIA2022**



Embraer's E190-E2 Tech Shark Files at Farnborough Airshow 2022 [ainonline.com](https://ainonline.com)

**Nicolás Morell Gonzalez** · 2nd Corporate Communications / Public Relations 2w · Edited ·

It's over for another Farnborough Airshow! For us, in communication, one of the most important parts of every major air show is the content published by the "dailies", which are the daily newspapers produced by the main aviation magazines throughout the event. And this year in Farnborough was no different - and once again we got very nice coverage for Embraer's different businesses, also counting on Eve and Beacon. Below, you will find a very small part of this coverage, the result of a lot of hard work and preparation by the Embraer communication team, not only in the field, but also from the distance. **#aviation** **#communication** **#fia22** **Luiz Herrisson Valtécio Alencar Guy Douglas Ricardo Santos Nilma Missir-Boissac Lauren Cozza Merlino Daniele D. Mattos Vitor Luis Ideal H+K Strategies**



**Embraer** 672,623 followers 2w ·

Alaska Air Group announced plans to grow its regional fleet with an order of eight new additional **#Embraer** **#E175** jets and options for 13 more. The E175 aircraft will fly exclusively for Alaska Airlines under a Capacity Purchase Agreement (CPA) with Horizon Air. The value of the contract, including options, is USD \$1.12 billion based on list price. Horizon's new 76-seat aircraft from this order will be delivered in Alaska's livery and three-class configuration over the next four years starting in Q2 2023. Read full news: <https://embr.cc/dddn#EmbraerStories> **#WeAreEmbraer** **#FIA2022** **#EmbraerAtFIA22**

A Alaska Air Group anunciou planos para aumentar sua frota regional com um pedido adicional de oito novos jatos **#Embraer** **#E175** e opções para a compra de mais 13. A aeronave E175 voará exclusivamente para a **Alaska Airlines** sob um Contrato de Compra de Capacidade (CPA) com a **Horizon Air**. O valor do contrato, incluindo opções, é de US\$ 1,12 bilhão com base no preço de tabela. As novas aeronaves da Horizon terão 76 assentos, e serão entregues com a identidade visual da Alaska e configuração de cabine dividida em três classes ao longo dos próximos quatro anos, a partir do segundo trimestre de 2023. Leia notícia completa: <https://embr.cc/n4Q6#EmbraerStories> **#WeAreEmbraer** **#FIA2022** **#EmbraerAtFIA22**

See translation





## Farnborough Airshow 2022

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Farnborough 2022

### Embraer snags 'well above' 250 letters of intent for planned turboprop

Arjan Meijer · 2nd  
President & CEO Embraer Commercial Aviation  
2w ·

Porter Airlines Inc. ordered more 20 Embraer E195-E2s

We are delighted to announce that at Farnborough International 2022, Porter Airlines placed a firm order for 20 new E195-E2 jets, adding to their existing 30 firm orders. Porter will use the E2 to extend its award-winning service to destinations throughout North America. The deal, with a list price value of US\$1.56 billion, brings Porter's orders to 100 E195-E2 aircraft. More: <https://lnkd.in/ey3WEV-y>

FlightGlobal  
31,818 followers  
2w ·

Embraer snags 'well above' 250 letters of intent for planned turboprop  
<https://bit.ly/3RKn70F>

Embraer snags 'well above' 250 letters of intent for planned turboprop  
flightglobal.com · 2 min read

Arjan Meijer · 2nd  
President & CEO Embraer Commercial Aviation  
2w ·

+ Follow

We are delighted to announce that **Nordic Aviation Capital**, world's largest regional aircraft leasing company, has agreed a memorandum of understanding to place the first two **#E190F** passenger-to-freight conversions with Astral Aviation, based in Nairobi, Kenya. This agreement is an exciting development for our new freighter aircraft program. Discover more: <https://lnkd.in/eyFtsFRz> **#FIA2022**

Embraer  
@embraer

Landed! Thanks to all the media and colleagues who joined us in today's demo flight at the **#E190E2** **#TechShark**. **#FIA2022** starts tomorrow. Come and meet us at chalet C 105-C106 and Fly the future Pavilion E037. **#EmbraerStories** **#WeAreEmbraer** **#EmbraeratFIA22**

Embraer  
@embraer

Lower emissions. Extremely quiet. Excellent fuel efficiency. The E2 is a true force with nature. Come face to face with the incredible Tech Shark and Lion on static display at **#FIA2022**. **#WeAreEmbraer** **#EmbraerStories** **#EmbraeratFIA22**

7,702 views  
0:03 / 0:30

E2. A Force with Nature



**Thank you**  
from Gravity Global

**gravity**  
GLOBAL