



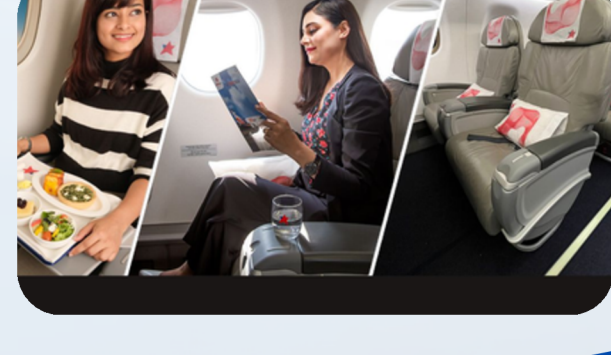
Connecting India, One City at a Time



awgmen

Star Air is India's largest regional airline,

built on the vision of connecting smaller cities through the Government of India's UDAN scheme. With a strong USP of "no middle seat comfort", Star Air has redefined affordable air travel for underserved regions, ensuring passengers experience reliability and convenience without compromise.



The Challenge: A Hidden Gem

Despite a robust service model, **Star Air** faced significant digital hurdles:

Limited Social Media Reach



Restricted brand conversations and community building.

Weak Website Traffic



Low engagement from potential flyers.

Underperforming Conversions



Despite competitive fares, few visitors became passengers.

Minimal Brand Awareness



Beyond its core network cities, the brand was unknown.

The goal:

Transform **Star Air** from a hidden gem into a trusted household name in a highly competitive aviation market.

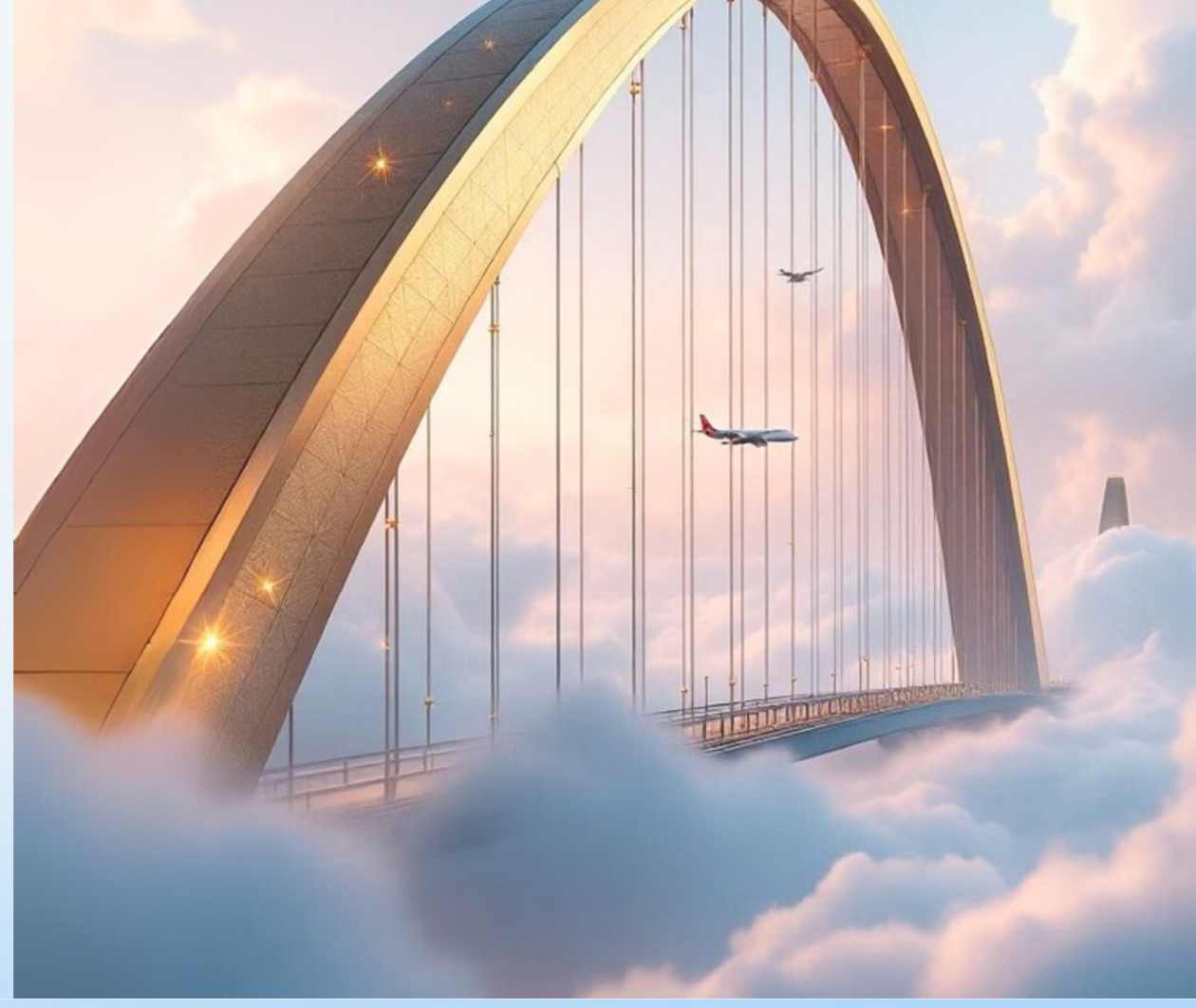


Our Approach

Our task was to transform this story into a powerful digital presence that could inform, engage, and convert.

At Awgmen,

we recognised that **Star Air's** story was not just about flying it was about bridging distances, creating opportunities, and making travel accessible for all.



Strategy in Action: Digital Channels



Meta Ads

Created full-funnel campaigns targeting awareness, consideration, and conversion, optimized for traveler behavior and intent



Google Ads

Deployed high-intent search and display campaigns, ensuring visibility whenever potential passengers looked for regional travel options



End-to-End Social Media Management

Elevated Star Air's brand storytelling with creative, narrative-led content, from emotional passenger stories to striking visuals that reinforced the "no middle seat" comfort and regional connectivity promise

Our data-driven strategy delivered remarkable, measurable impact across all digital platforms.

54M+

People Reached

Massive increase in brand visibility.

2.5L+

Link Clicks

Driving significant website traffic.

2.28M+

Video Views

Strong engagement with storytelling campaigns.

16,786

Total Conversions

Turning browsers into passengers.

15,000+

New Followers

Added to Star Air's Instagram community in 11 months

1.3L+

Content Interactions

Showing strong engagement

Conclusion: A Transformed Brand



Awgmen successfully positioned
Star Air as more than an airline

Through a strategic blend of performance marketing and storytelling, as a trusted regional connector bringing comfort and reliability to millions of travelers.

