

GAINJET UNVEILS ITS COMPLETELY REVAMPED WEBSITE DESIGNED BY BRANDING PASS

News / Business aviation



VIP Charter Operator, GainJet Aviation S.A's highly anticipated brand new website is now online, introducing a new and innovative digital experience to its customers and prospective clients.

"It's about time!" exclaims GainJet Marketing Director, Andrew Hallak. Explains Hallak: "We've been discussing the idea of revamping the website for several years now, but because it's such an important project for us, we were careful in who we would entrust with the job. And we couldn't find the right agency to upgrade and redesign the site. So I'm glad we finally found Branding pass, who we knew would be a great fit for us...and we were right!" That would be Branding pass the boutique marketing agency based in France, headed up by Philippe Rouin, that Hallak mentions. "Philippe brought a good energy to the project backed by a great team with lots of experience and a creative touch. The interpersonal service and easy communication were also very helpful."

At its core, the new website offers an improved user experience that not only looks good but allows for easy navigation. Information is quickly accessible and the general tone of the website is chic and stylish, specifically designed for GainJet's VIP client base. The responsive design, which

is optimized for both desktop and mobile, is a key feature for GainJet as it targets its very much 'on-the-go' client base. The advanced social media integrations are additionally a fun new way for GainJet to communicate with its audience. The new design also showcases the GainJet brand by employing fresh visuals, beautiful imagery, and updated content. On the background, SEO (Search Engine Optimization) has been totally improved according to competitors benchmark to make sure the website ranks naturally on top of browsers' search results.

Captain Ramsey Shaban, GainJet's President, states, "our main goal is always to improve our customers' experience with GainJet from initial contact through to after the flight. Therefore, I am very proud of the new website and what it brings to our customers – an enhanced digital experience with us. The new website (being a key feature to interact with our customers), our constant improvement of our smooth operation and award-winning service, our expanding fleet etc. are all part of achieving that main goal. Today we celebrate a step closer to achieving that goal, tomorrow its back to striving for it."

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