

# Facebook campaign for 1time gains public support

Loyal [1time](#) passengers, staff and members of the aviation industry have united to show their support for the airline and to rally others to get behind the 'Rescue 9-1-1time' Facebook campaign, which was launched a week ago in response to the company's decision to apply for business rescue.



The campaign, which was voluntarily created by software development company, Eliance is dedicated to generating awareness of the airline's business rescue and growth plans and gathering support from South Africans by encouraging them to keep flying and in turn help the private airline to continue operating. Within a few hours, the page was reportedly inundated with fan comments.

1time CEO, Blacky Komani, says that the campaign is a testament to the unity of South Africans and their determination to help make a difference in the country's economy by keeping private businesses afloat.

"When we first informed our stakeholders that the airline had applied for debt relief, we were uncertain as to what their reactions would be as the term 'business rescue' is relatively unknown in the market place. People didn't understand that it is providing us with a temporary safety net so that we can re-organise the business financially and strategically. However, thanks to the media highlighting our current position and our strategy going forward, support has literally poured in from every corner of the country.

## "Power, conviction and purpose"

"The 9-1-1time campaign is a perfect example of the power, conviction and purpose that South African consumers demonstrate whenever a favoured brand is faced with a crisis and is also an indicator of the powerful impact that can be made by social media and through two-way communication.

"It is fantastic to see that so many of its passengers are backing us as a sure bet and publically committing their support to sustain our future. Just as interesting, is that it is clear that members of the public are also concerned with the outlook of the low cost aviation industry in general to ensure that fair pricing and competitive practice is maintained."

He adds that this support will help propel the airline's continued success.

"The airline has been overwhelmed by the outpouring of support since I announced our business rescue application. I sincerely thank everyone who has expressed their continued support for our airline and wish to reassure all our passengers and supporters that for us, it is business as usual.

"Flights that are scheduled to depart and arrive tomorrow and the days to follow and will keep doing so as we have for the past eight years. In fact, operations are running so smoothly that we have again beaten traditional as well as other low cost carriers in On Time Performance across South Africa for the fourth month in a row," he concludes.

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