**Branded Fares**

**Why Branded Fares?**

The concept is simple. Airlines are seeking new and unique ways to package their products to extract greater value from their offerings, while at the same time, building awareness of their unique brands. In their marketing and advertising, for example, they’re bundling fare bases and booking classes into easy-to-remember brands. For example, the airline can market a “Dream Fare” brand but not KHAP6M.

Branded Fares features go beyond basic fare rules; they can include additional air miles, lounge access, limousine services, increased baggage allowances, or anything that will entice the traveler to choose a brand that provides the features and benefits that provide them value, above simply the lowest fare.

The airlines file Branded Fares through ATPCo and follow the structure of any of the ATPCo fares. The Sabre system fare quote display (FQ), integrates traditional fare rule detail with the airline’s marketed brand fare information. It provides a concise way to view fare data that combines the required fare basis detail with the airline branded fare information.

You can access the Branded Fare features beyond the air fare rules and can converse in the same language that the traveler would see on the airline’s web site, advertising, or direct email marketing.

**Note:** This functionality depends on carrier participation and applies to specific markets. Additional carriers and markets will occur as applicable.

**What are the benefits?**

- You can access Branded Fare features that go beyond basic air fare rules.
- Your customers gain valuable information about the benefits of Branded Fares.
- You gain a consistent overview of the Branded Fare message from airline to traveler.
- You can increase revenues by selling higher Branded Fares to meet travelers’ complete fare and associated benefit requirements.
- You maintain your position as industry experts.

**Branded Fares in Fare Quote**

Display a fare quote for a specific airline

FQ(city pair)(departure date)-(airline code)

FQFLLATL12AUG-DL

- If a fare does **not** correspond to an assigned brand it appears at the beginning of the fare quote display response, **ahead** of the Branded fares
  - You may need to move down (MD) to view the branded fares.
- YY fares cannot be Branded Fares and appear at the bottom as they do today

- The Sort Ascending (¥SA) or Sort Descending (¥SD) optional qualifier removes the Branded Fare grouping for a single airline display and returns the standard FQ display
- All other optional fare quote qualifiers return a Branded Fare display

**Note:** Branded Fare groupings are the default for a single airline display for airlines participating in the program. The system does not brand a multiple airline FQ display thus maintaining the existing display.
The response sorts Branded Fares categorized by brand ID and brand name from lowest fare group to highest fare group.

- The Branded Fares header message displays the carrier code, program code, brand code, and brand name.
- In this example, the /D1 - Basic Economy and /D2 - Main Cabin are brand IDs for DL.
  - The brand ID is a 2 to 10-character ID assigned by the carrier.

You may use **Point** and **Click** features for:

- FQ line number - displays availability for the city pair, date, airline and booking class
- Fare basis - displays the Rule menu
- Booking class - displays the RB booking class information

When you hover your mouse over the highlighted Branded Fare ID, a description box displays listing that fare's attributes.

- Click **Compare brand features** at the bottom of the window to compare all the airline's fare options prior to booking the flight.
The Comparison Chart displays the attributes of each fare brand, so you can effectively communicate its value propositions to your traveler.

- Partial display below, scroll down to view all.
  - Be sure to read any footnotes included at the bottom of the chart.

### Onboard Experience Comparison

<table>
<thead>
<tr>
<th>BASIC ECONOMY</th>
<th>MAIN CABIN</th>
<th>DELTA COMFORT+</th>
<th>FIRST CLASS</th>
<th>DELTA PREMIUM SELECT</th>
<th>DELTA ONE+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic &amp; International</td>
<td>Domestic &amp; International</td>
<td>Domestic &amp; Select International</td>
<td>Long-Haul International</td>
<td>Long-Haul International</td>
<td>Long-Haul International</td>
</tr>
</tbody>
</table>

#### Seating Experience
- No Advanced Seat Assignment
- Standard, Up to 4" (90 minutes)
- Standard, Up to 4" (90 minutes)
- Up to 50% more space in Standard Main Cabin
- Up to 50% more space in Standard Main Cabin
- Up to 75% more space in Main Cabin
- Up to 180-degree flat-bed seat

#### Amenities
- Sleep Kit on Long-haul flights
- Sleep Kit on Long-haul flights
- Amenity Kit on JFK-SFO/JFK-LAX & Long-haul flights
- Pre-Set Pillow & Westin Heavenly Blanket
- TUMI Amenity Kit & Westin Heavenly Blanket Kit
- TUMI Amenity Kit & Westin Heavenly Blanket

#### Terms & Conditions

Deluxe Branded Fares are offered on Delta’s two-class aircraft, subject to availability. Please refer to the Terms and Conditions on Delta.com for more information.

- Be sure to read any footnotes included at the bottom of the chart.

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*Basic Economy Fares are not eligible for paid, complimentary or unannounced Delta Comfort or paid or complimentary Preferred Status. Please refer to Delta.com for more information.*
Branded Fares in Shopping

Price itinerary using Low Fare Search (WPNI) and store the Branded Fare in a PQ record

- When the current itinerary returned by the system in WPNI is a brand, the system highlights the brand and the ID has hover over capabilities.

Enter MD to view additional itinerary options and Branded Fares

- The system labels Branded Fares with a brand item (BR1-5)
  - In this case BR1-5 means there is one brand for option number 5.
  - Hover over the brand item (BR1-5) to display the format that displays the brand name and brand ID.
- Double click the brand item to sell that fare brand.

When sold, the brand ID and brand details display.

- The brand details include the brand name (Basic Economy), the brand ID (D1, the brand ID is a 2 to 10-character ID assigned by the carrier.), the carrier (DL) and a program ID (6). The program ID is an internal system number and is not relevant to your use.
- Hover your mouse over the highlighted brand name to display a description box listing that fare’s attributes.
- Click Compare fare features at the bottom of the window to compare all the airline’s fare options prior to booking the flight.
  - The response is the same as previously shown in the Branded Fares in Fare Quote section.
Optional manual sell format
Sell the brand from the itinerary option and cancel the current itinerary

- When you sell a brand (and you requested to store the fare result in a PQ record by entering WPNI¥RQ originally), the system automatically stores the PQ with the correct brand ID.
  - If you do not store the Branded Fare in a PQ you must add the brand ID in your FP or ticketing entry; for example, FPKP0¥BRD1 or W¥KP0¥BRD1.

Notes about Baggage Allowance and Seats:

- For US/CA itineraries, the system returns baggage information applicable to the brand sold.
- For all other itineraries, you must use the WP*BAG entry to view applicable baggage information.
- It is the airlines' responsibility to set up their seat map/fees to match their brand offering.
  - When you try to display a graphical seat map on a brand that does not allow you to assign seats at time of booking (only at the airport), you receive an error.

Price itinerary using Low Fare Search (WPNI) and return all applicable brand options (BRALL).

- You may need to enter MD to see all the brands listed.
- Highlighted brand names have hover over capabilities.
- You may double click the brand item (BR1-8) to view the brand attributes and a comparison chart as in the Fare Quote and Shopping examples.

Notes:

- If a brand is sold out for the itinerary, the system displays a SOLDOUT indicator.
- There is also a NOT OFFERED indicator which indicates that the airline offers the brand, but it is not offered in the market you are shopping for.
Branded Fares in Pricing

Price itinerary at lowest available fare and use the brand ID

**Note:** You can price by brand ID using all current pricing entries, except for WPA and WQ.

- In this example, you want to upsell to the **Main Cabin** brand (brand ID D2) that allows a seat assignment at booking time.

Price itinerary using 2 to 10-character Brand ID.

Price itinerary using 2 to 10-character Brand ID and segment selection.

Additional References

Additional quick references, quick tip videos and interactive tutorials are available on the Web at [http://agencyeservices.sabre.com/](http://agencyeservices.sabre.com/) under the Training menu. You may also find additional information Format Finder. Use these keyword combinations or formats in your Search request:

- Branded Fares