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## **A SPONSORSHIP CASE : TURKISH AIRLINES' BATMAN V SUPERMAN FILM**

### **Abstract:**

Sponsorship; has a significant power in terms of acquisition of effective communication with the audience's sympathy and trust between institutions with the target audience. Therefore, sponsorship activities are the most important aspect of public relations.

Founded in 1933 in Turkey and nowadays being a Star Alliance member, with the national quality award in aerospace industry, which is a global brand that has many international awards, Turkish Airlines flies to 275 more destinations in the world and attributes great importance to the sponsorship.

In this research, Turkish Airlines' "Batman V Superman Dawn of Justice" movie sponsorship and the aimed goals through this sponsorship are discussed. In the first part of the study, Turkish Airlines' foundation history and branding period have been discussed. Additionally other sponsorship activities of the company have been revisited. The main part of "Batman V Superman Dawn of Justice" movie sponsorship has been investigated further as the spotlight. At this point; it has been focused on movie's adaptation to brand sponsorship, sponsorship objectives and results.

In order to collect the primary data, in-dept interview will be held. Also secondary data will be collected from the marketing literature and related trade magazines, websites.

The results of this sponsorship case are significant in guiding other Turkish brands during branding process.

### **Keywords:**

Marketing communication, sponsorship, Turkish Airlines