

# FLYFLAT: REACHING NEW HEIGHTS THROUGH CREATIVE COLLABORATION

the  
creative  
lever



***FlyFlat***

## COMPANY OVERVIEW

FlyFlat helps frequent travelers **save an average of 35% on long-haul international first and business-class flights**—and up to 80% on last-minute tickets. With a 24/7 white-glove concierge service, **FlyFlat makes booking effortless**. Whether you're flying for business or leisure, they find exclusive, unpublished deals on premium cabin tickets, ensuring you get the best price without the hassle.

## CONTEXT

As a fast-growing startup, FlyFlat was experiencing a **lag in design and creative capacity**, which was very **time-consuming for the Head of Growth**, who had to **wear multiple hats and do it all**. After “**collaborating**” with regular freelancers, **limitations became clear**: average output, cost overruns, delays and frustration, no focus and missed opportunities.

## KEY CHALLENGES

FlyFlat needed a creative partner to **integrate into its existing workflow** and **lead its creative operations**.

“We needed someone who could lead the creative side of the business, ensuring consistency and alignment across all our projects.”



**JULIAN HODARI**

Head of Growth @ FlyFlat

- They **lacked speed and faced unknown deadlines**, which meant delays and missed opportunities.
- They were **struggling with capacity** and facing bottlenecks across key initiatives.
- They needed to **elevate their brand's image** to make a more substantial impact on existing clients.
- They needed to find effective ways to **reach new customers** and **accelerate their business growth**.

## WORK DONE

Through our ongoing partnership, we've been able to work on a variety of projects, ensuring that **we serve as a single, one-stop shop for the FlyFlat team**. Below are some of the initiatives delivered.



Animated Social  
Media Content



Infographics/  
Case Studies



Mailing  
Templates



Website  
Design



Keynotes/Sales  
Decks

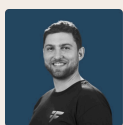


Product Design

## RESULTS

We seamlessly integrated, executed efficiently and brought in the right resources at the right time, **creating a dynamic workflow** that perfectly fitted their needs.

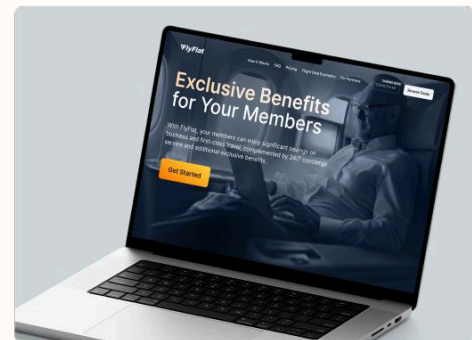
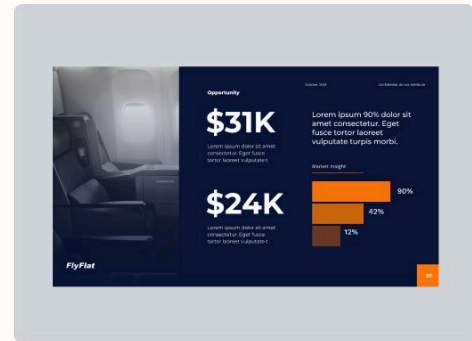
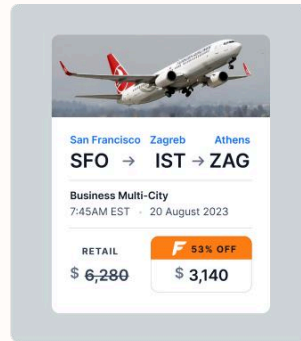
“He spearheaded our brand’s creative transformation, streamlining our workflow and saving me and my growth team a lot of time.”



**ZACH RESNICK**

Founder & CEO @ FlyFlat

- **Projects are delivered within 24/48 hours** (avg.) and hotfixes within the same day.
- We **formed a dedicated team** that knows the brand and is available for any project, regardless of its urgency and scale.
- We **elevated their brand's image** by revamping its sales materials, social media, and proprietary product.
- We **strengthened the impact on existing clients** through additional materials that presented an extended overview of their service.
- We **reached new customers** that they had not been able to reach before, contributing to the company's current revenue levels.



By investing in a creative partnership, **the FlyFlat team pulled the right levers** to keep experiencing exponential growth. If you want to know how to **grow your business with the power of design**, you can **schedule a free 30' consultation** to learn what your future creative state can look like.

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