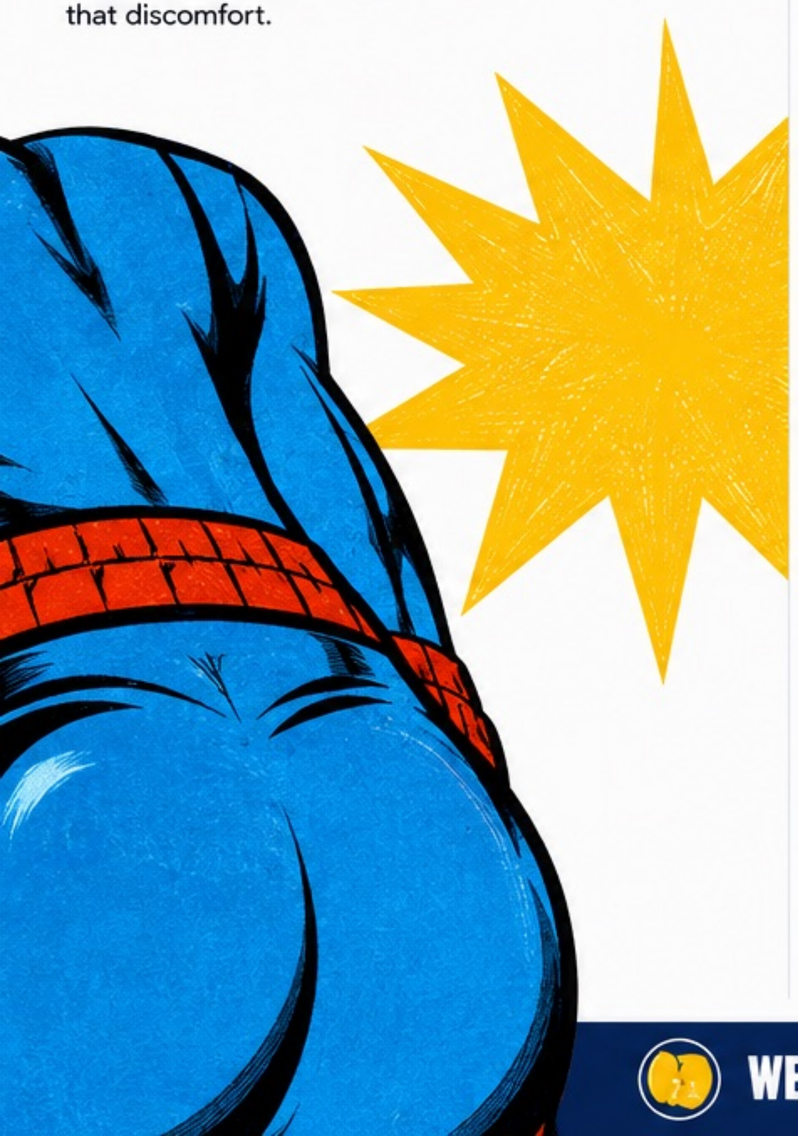
CONTEXT

In the airline industry, physical discomfort is the only factor no one openly addresses.

Despite leading the low-cost segment, Ryanair is still defined by a trade-off: lower fares in exchange for less comfort.

This creates a paradox: everyone knows Ryanair is not the most comfortable airline, yet no one can objectively measure that discomfort.



concept work

BUTTCOMFORT

THE WORLD'S FIRST INDEX OF PHYSICAL COMFORT FOR AIR TRAVEL

IDEA

Our goal is to turn Ryanair's biggest weakness into a trust-building asset.

By becoming the first airline to make discomfort transparent and measurable, Ryanair can redefine its brand through radical honesty.

We are introducing **BUTTCOMFORT** – the world's first index of physical comfort for air travel.

- Alongside price and flight duration, every flight receives a Buttcomfort score that predicts in advance how physically comfortable the journey is likely to be.

HOW THE SCORE IS CALCULATED

SEAT COMFORT + LAYOVER TIME + OVERNIGHT FLIGHTS + REAL PASSENGER REVIEWS = 72 BUTTCOMFORT SCORE

Travelers now know what level of comfort to expect before booking.

For Ryanair, this is an act of radical transparency. Instead of hiding a product limitation, the brand becomes the first airline to measure and openly disclose it, setting a new industry benchmark.

RESULT

Audience behavior analysis predicts two key business outcomes:

CATEGORY LEADERSHIP

Ryanair becomes the first airline to introduce a universal standard for measuring physical flight comfort.

INCREASED BRAND TRUST

Openly communicating both the strengths and limitations of the product reinforces its reputation as an honest and transparent carrier.

WE MEASURE IT. WE SHOW IT. YOU CHOOSE.

BUTTCOMFORT SCORE.

KNOW YOUR BUTT BEFORE YOU FLY.

REAL COMFORT.
REAL PEOPLE.
REAL RATINGS.

1/10 — **STAND IF YOU CAN.**
The survival flight.
You won't enjoy it.

2/10 — **MINIMUM SURVIVAL.**
Minimum butt pain,
maximum regret.

3/10 — **LIGHT DISCOMFORT.**
Like after a good workout.

4/10 — **FIRM, BUT FAIR.**
Take a cushion,
take a friend.

5/10 — **GOLDEN MIDDLE.**
Like an office chair
on a Monday morning.

6/10 — **FEEL IT.**
You'll feel it,
we recommend an aisle seat.

7/10 — **SERIOUS PRESSURE ZONE.**
For newbies –
think twice about your seat.

8/10 — **TRAVELERS APPROVED.**
Experienced travelers rate it,
the rest get a massage.

9/10 — **EXTREME LEVEL.**
Only for those
who fear no challenges.

10/10 — **LEGENDARY.**
Your butt will remember
this flight forever.

RYANAIR

TRANSPARENCY ISN'T JUST HONEST. IT'S BETTER.

HOW IT'S CALCULATED

FLIGHT DURATION

Longer flights, lower comfort

+

LAYOVER TIME

Shorter waits, better score

+

OVERNIGHT FLIGHTS

Night flights impact comfort

+

REAL PASSENGER REVIEWS

Real opinions, real impact

=

BUTTCOMFORT SCORE

RADICAL TRANSPARENCY.
REAL TRUST.

✓ CATEGORY LEADERSHIP

Ryanair sets the first universal standard for measuring physical comfort in air travel.

✓ STRONGER BRAND TRUST

Open about the good.
Honest about the limits.
That's real.