

## JetBlue Airways: Bermuda Co-op

### Problem

How does an airline company promote its flights to Bermuda and its vacation packages?

### Solution

By executing an OOH campaign with both eye-catching and interactive features, drawing consumers to learn more.

### Background

JetBlue knew how much people dreaded hearing the phone ring on their way out of work, especially on a Friday in the summer. To promote JetBlue's flights to Bermuda and JetBlue Vacations, the company wanted to make Bermuda the first call for people once they left work. The idea was to create a fun, social disruption in an area with a ton of pedestrian traffic.

### Objective

JetBlue wanted to distract people with the prospect of visiting a beautiful island. The company's goal was to reach adults 25 to 54 who thought most frequently about escaping the city on the weekend. The campaign was focused on getting people to spend their next summer Friday in Bermuda. Part of the OOH read, "When a vacation to Bermuda calls, answer."

### Strategy

First the company needed to find an empty storefront near a Hampton Jitney pick-up spot that had high pedestrian traffic. It found a location at 1450 Broadway that wrapped around the corner of 39th and Broadway. It also had to acquire a media partner with a solid history of building out interactive storefronts in a timely fashion. The company wanted to have it up and running five days after it received the project brief on June 22. Potential tourists saw an empty storefront wrapped in a scenic Bermuda vinyl. A "Green Room" was created inside the storefront where brand ambassadors were housed. Branded phones were installed to interact sporadically with people who were passing by. In order to make the experience exclusive, draw buzz, and not completely explode virally, the company only activated the phones for two days, Thursday and Friday. Non-interactive calls were pre-recorded with Bermudians promoting tourism to the island. Those who answered got an enticing message, a JetBlue Vacations promotional discount of up to \$500 or a paid vacation to Bermuda for two, complete with airfare and hotel coverage.

### Plan Details

Markets: New York City, NY

Flight Dates: Phone activation July 27 to July 28, 2017; OOH July 27 to August 23, 2017

OOH Formats Used: Storefront/storescape

Target Audiences: Adults 25 to 54

Budget: \$210,000

### Results

There were 779 phone interactions and an estimated 112,772 impressions between July 27 and July 28, 2017.

### Additional Information

YouTube video: [JetBlue Vacations | Bermuda Summer Fridays](#)

