

Delta Air Lines

Problem

How does an airline company team up with a dating app to remind its target audience about its many travel destinations?

Solution

By bringing stunning images of the many locations to the Big Apple with OOH for singles to snap a selfie.

Background

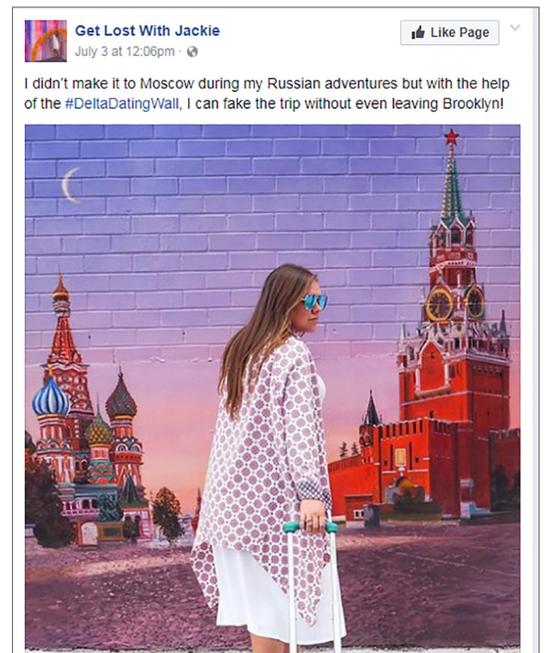
Delta Air Lines had long believed that travel connected people, inspired opportunity, and made the world a smaller place. It also knew that a passion for travel could score a date. In June, Delta Air Lines and Tinder teamed up to offer New York singles a unique global travel back-drop to create a “jet-setter” dating profile. Since dating apps were an emerging trend, it was a compelling platform for consumers to engage with Delta Air Lines. Inspiration for the campaign came from a common theme found among New Yorkers. In surveying the city’s online dating scene, the company saw a prominence of travel photos. It also learned through research that one in three singles ranked travel as a top priority for 2017.

Objective

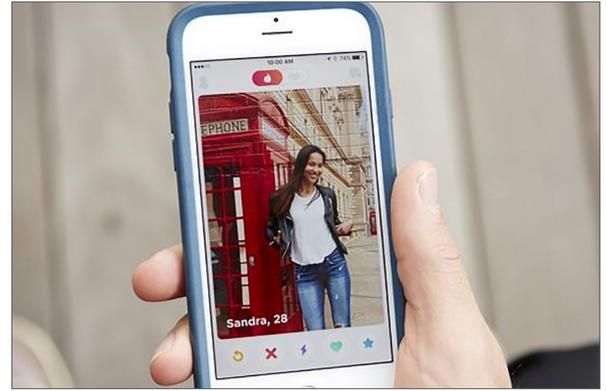
Delta Air Lines always looked to move the needle on preference among its emerging target audience. This target, adults aged 25 to 49, skewed to singles and focused on individuals who were at a time in their lives when they had enough disposable income to establish brand loyalty to an airline. They would not choose a flight solely based on cost. The goal for the campaign was to remind New Yorkers that Delta Air Lines was New York’s number one airline for a reason. The company wanted to feature its vast global network, which offered more destinations out of the city than any other airline.

Strategy

Delta Air Lines honed in on Williamsburg, Brooklyn, an area of New York that indexed high against the demographic it was seeking to reach. The location also offered an enormous canvas on which the airline could tell its story and showcase numerous global destinations. What would be tagged as the #DeltaDatingWall was conveniently nestled among the area’s most popular dating destinations near Smorgasburg, Brooklyn Bowl, and other local hot spots that could reach the target audience spot on. The wall, hand-painted by illustrator Andrew Rae, highlighted nine of Delta Air Lines’ 130+ global destinations worldwide from New York City, including the United Kingdom, Italy, France, Russia, the Netherlands, Switzerland, Mexico, Hawaii, and California. Leverag-



ing the organic nature of taking selfies, the airline enabled single New Yorkers to “fake the trip before they make the trip” by enhancing their dating profiles with travel-themed photos. From serious selfies in front of Machu Pichu to downward facing duck faces in front of the Eiffel Tower, #DeltaDatingWall photos were all over social media. Influencers generated further awareness, built intrigue, and showed locals what to do with the wall - take a photo and use it as a dating profile picture. Snapchat filters were also developed to geotarget those near the wall and put the campaign directly in front of them. The company supplemented all of this with social content, including a time-lapse video of the wall being painted and tips about traveling with a significant other. This in turn created awareness and made the Delta Dating Wall a thing to see and do in the city this summer. The campaign was supported through a robust earned media relations effort that included outreach to outlets across advertising, design, travel, dating, and consumer verticals, including both national and local publications. Sample outlets included *The Wall Street Journal*, *Travel + Leisure*, *Mashable*, *Bustle*, *AdWeek*, *BizBash*, *PSFK*, *Metro New York*, and *Travel Weekly*.



Plan Details

Markets: New York City, New York

Flight Dates: June 5 to July 16, 2017

OOH Formats Used: Painted Wall

Target Audiences: Adults ages 25 to 49

Budget: \$113,000

Results

The campaign drove exceptional results across all key metrics and underscored the synergy between different media channels. OOH drove social engagement, while social analytics provided a measure of success and OOH attribution. The campaign garnered 200 million earned media impressions, including coverage from an array of national and local publications. Delta Air Lines utilized two different units within the Tinder app, the Branded Profile Card, and the Native Video Card. These provided an organic experience by mimicking the look and feel of personal dating profiles. The Branded Profile allowed users to tap for more photos, swipe right to “match” with the Wall, and send a follow-up message with more information and directions to the OOH placement. The Native Video Card appeared similarly, playing a video that led Tinder users from a close-up of one section to a corner-spanning view of the execution.



Tinder:

- Branded Profile Card: live dates: June 8 to June 18; 406,000 impressions; 61,000 engagements; 15 percent engagement rate - Tinder’s benchmark for success was a 4 to 7 percent engagement rate and the Delta Air Lines Profile card’s performance more than doubled that success metric
- Native Video Card: live dates: June 16 to July 19; 2.2MM impressions; 3.3 percent engagement rate - Tinder’s success benchmark for native video cards was a 1 percent engagement rate - Delta’s tripled average success

Social Support: live dates: June 15 to July 9; platforms: Facebook, Instagram, Twitter; 9.8 million impressions; 16.66 percent engagement rate; 23.45 percent view rate

The Delta Air Lines profile cards and video units on Tinder exceeded other advertisers performance. The combination of relevant targeting and thumb stopping content meant Facebook users were eight times more likely to watch full videos about the Dating Wall. The campaign was included in *Ad Week’s* “The 25 Best Ads of 2017 (So Far).” OOH media impressions were over 1.1 million for the duration of the campaign.