

## JetBlue - True Blue

### Problem

How can JetBlue refresh fans on the benefits of flying JetBlue with eye-catching OOH creative?

### Solution

By using a multifaceted data motivated campaign that commands the consumer's attention with the visuals.

### Background

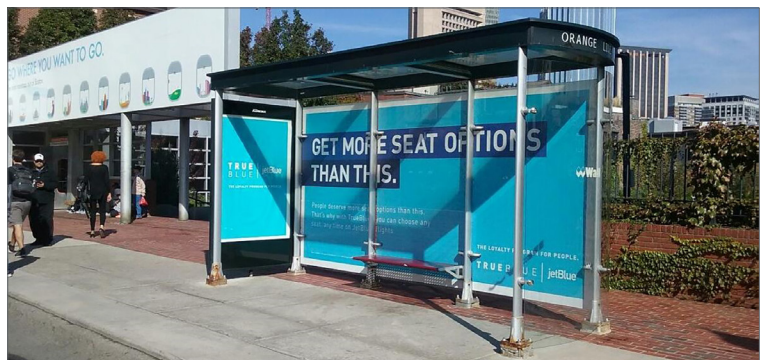
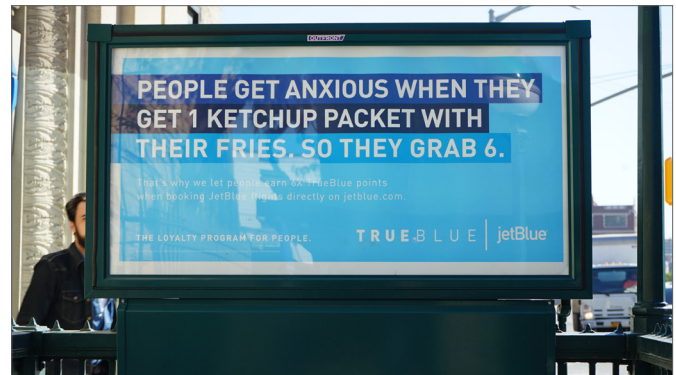
JetBlue prides itself on standing out and being the airline for all. So when they set out to design a loyalty program, they had one thing in mind: the people. You don't have to be a frequent flier, a million miler, a golden medallion card (whatever) holder to get something from TrueBlue. People like to go places on the weekends and during the holidays, so blackout dates make no sense. Turns out, people have families and friends, so JetBlue decided to let them share their points and do so without fees. People also buy a lot of stuff on Amazon — that's what people do. So why not reward them for what they do?

### Objective

The assignment was to develop a creatively driven media campaign to re-introduce JetBlue fans to all of the benefits TrueBlue has to offer. The OOH looked to create distance between us and 'them' (JetBlue vs. the competition), while utilizing contextually relevant and targeted OOH placements to cut through the clutter, and be both disruptive and surprising. We wanted to communicate to JetBlue's target audience that points don't expire, there are no blackout dates, people can use points whenever they want, even on holidays, earn six points per dollar on JetBlue.com on any seat any time, and that you can share your points among family and friends.

### Strategy

We developed a creatively driven, audience-centric OOH campaign to re-introduce JetBlue fans to all of the benefits TrueBlue has to offer. The plan consisted of a 3-tier approach consisting of data driven planning that utilized census heat maps and client provided target zip codes to understand where existing and prospective TrueBlue members live (Human Class + TrueBlue Target) as well as neighborhoods with a high concentration of Hispanic residents (VFR Target). The second tier would be contextually targeted inventory comprised of creative messaging impacted the formats and locations selected to help amplify the TrueBlue benefits, making them relevant, relatable, and fresh. The finally tier was audience-based impressions, that through the use of programmatic digital OOH, JetBlue was able to define and build a custom TrueBlue target audience, and then analyze their movement patterns. This allowed us to serve up digital ads to further reach their key audience where and when they were most likely to be

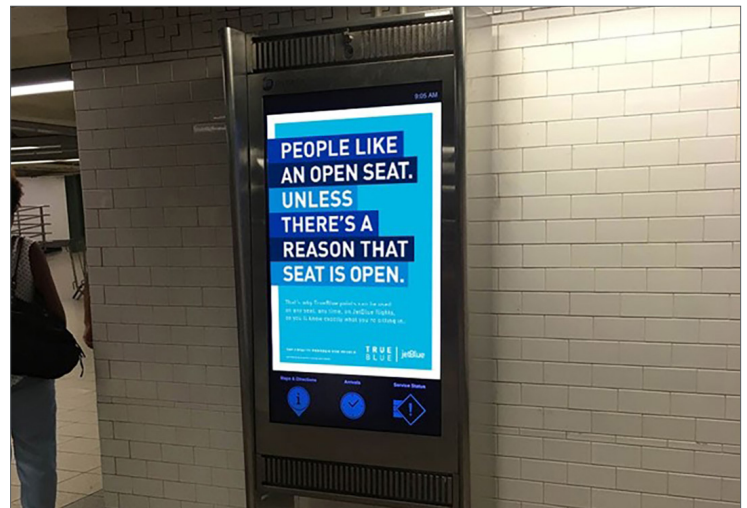


throughout the day. The tactical plan for each DMA was based on creating impact through a mix of large format and frequency drivers, reach goals, and proximity to points of interest that were relevant to the campaign messaging and market landscape:

- New York City: Digital bulletins, taxi staging with wrapped taxi cabs targeting Comic-Con, Hispanic targeted bus shelters and Taxi Tops, Grand Central Lower Level Station Domination, Citywide Static Urban Panels, and Manhattan/JFK/LGA targeted Taxi Tops.
- Boston: Targeted Bus Shelters and Shelter Wraps, Half Brand Trains, and Subway Interior Wraps.
- Miami & Ft. Lauderdale: South Beach Digital Boat Spectacular targeting the Seafood Festival and Ironman, Hispanic + General Market targeted Bus Shelters, Shelter Wraps, and Downtown Digital Bus Shelters.



JetBlue was able to add an additional layer of contextually targeted digital placements in gyms, malls, and select NYC street level transit through the use of Programmatic DOOH with Vistar Media. This layer allowed us to build and define a custom audience (A25-54, HHI 75K+, Flies 2+ Times a Year) – serving up relevant ads to a targeted group of consumers as they go about their day. Vistar Media then geo-retargeted consumers exposed to digital and static OOH media on their mobile devices to amplify the impact of media exposure.



## Plan Details

Markets: Boston, Miami/Fort Lauderdale, New York City

Flight Dates: October 2017 - November 2017

OOH Formats Used: Digital Bulletins, Taxi Staging with Wrapped Taxi Cabs, Taxi Tops, Static Bus Shelters, Static Bus

Target Audience: A25-54

## Results

Vistar Media conducted a brand research study to understand the campaign's effectiveness of generating awareness and consideration for JetBlue and the TrueBlue rewards program. The results? The JetBlue TrueBlue campaign generated lift in awareness for the rewards program (+111%) as well as consideration (+15%), and booking intent (+26%). Digital out-of-home and cross-screen media were the primary drivers of lift at all levels of the purchase funnel. Overall, TrueBlue was extremely successful in improving brand awareness and attach rates via a multi-channel campaign. The attach rate increased 21 percent YOY with the highest growth during the media campaign. Attach Rate is people who attach their TrueBlue number to their flight purchase. The landing page visits were 74,868 and landing page visit rate was 19.93 percent (Benchmark: 15%). The click-through rate marked at 0.89 percent (Benchmark: .10% - 0.50%).