

ALASKA AIRLINES

Problem

How does an airline establish a strong presence against competitors advertising in a single market?

Solution

Alaska Airlines focused on reaching the consumer on a local level by strategically placing OOH as part of the local landscape.

Background

Alaska Airlines had increased their advertising efforts in Seattle as a result of a competitive airlines' strong push in to the market. Both brands heaved up with strong presence across all media platforms in Seattle market.

The OOH strategy for Alaska Airlines focused on reaching the consumer on a local level by strategically placing OOH along their daily path. Using quintile mapping of our their core audience and an in-depth knowledge of the market, OOH media was placed as part of the local landscape. With very limited and traditional options in the market along with increasing pressure from the competition, creating unique and engaging OOH experiences became a challenge. Developing new media was prohibitive due to Seattle's very restrictive guidelines for off premise signage. Advertising on the freeways/highways is illegal in Seattle (unless on tribal land). In addition, consideration for placements in/ around Alaska Airlines' corporate headquarters for employees to see became an important component to the overall strategy.

Objective

The campaign objective was to create a strong OOH brand presence using a local lens to engage their targeted Audience: A25-54, Alaska Airlines HQ and employees

Strategy

Alaska Airlines secured a 2 year sponsorship program with Adopt-A-Highway.

The Adopt-A-Highway sponsorship was selected as it offered a great opportunity to contribute to the environment and road safety through waste removal along the sponsored portions of highway. Additionally, it allowed for Alaska branded messaging on zoned-out roadways.

Plan Details

Markets: Seattle

Flight Dates: September 2014 – August 2016

OOH Formats Used: 43 hand-selected locations along key freeways and highways and 1 mile sponsored stretches were routinely maintained through the Adopt-A-Highway management crew



Results

The Alaska branded signs are seen and recognized daily by locals and travelers leaving a lasting, positive impression of the brand's commitment to community. Results seen in the first year of the program include:

- Environmental Impact:

From September 2014 – June 2015, Alaska Airlines sponsored highways have yielded the collection of over 389 bags of trash and recyclables totaling more than 4,085 pounds

- Positive Company Impact (feel-good initiative):

Alaska Airlines' employees have shown overwhelming positive response to seeing the signs on their commute to/from work Alaska Airlines' employees have contacted Adopt-a-Highway direct to inquire if they can be a part of the collection efforts for their company (unfortunately, they cannot as it is regulated by the state)

