

JetBlue

Problem

How does JetBlue remind New Yorkers that it is their home-town airline?

Solution

Develop a unique OOH campaign where viewers are able to win New York-based prizes from JetBlue by participating.

Background

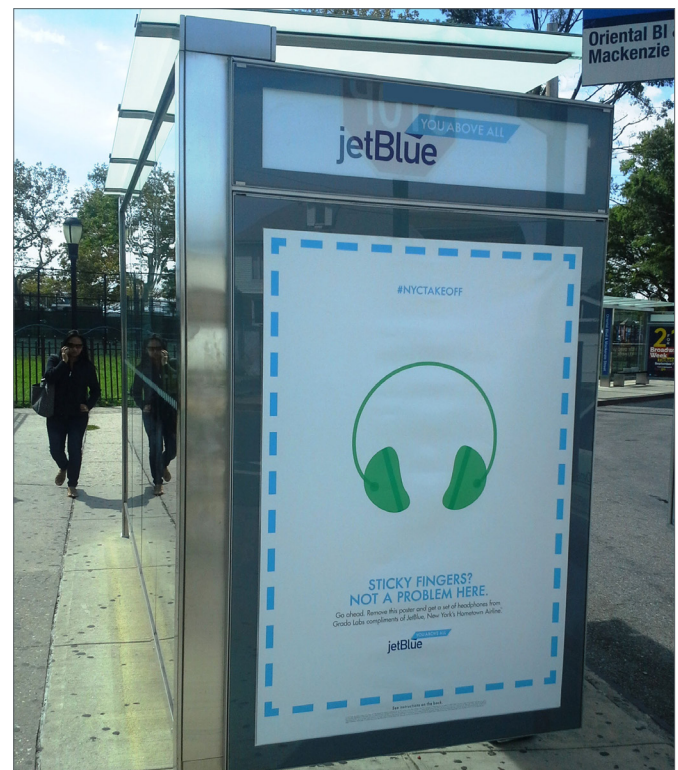
JetBlue wanted to remind New Yorkers that its is their hometown airline by turning a traditional OOH program into the unexpected. The opportunity was that JetBlue was given a special offer of a large scale bus shelter package in NYC, and the 5 boroughs at a reduced rate - and wanted to take advantage, but not do something "ordinary." The challenge was to turn this traditional OOH media format into something that encouraged & could drive consumer engagement. The issue was that these were simply traditional static bus shelters - not digital - and not interactive. How could the team transform this into a full consumer experience? Prizes were being offered as part of the campaign, so the team needed to ensure that it found in a fun and interactive way to not only create buzz, but also allow it to record peoples' reactions and create content that could live online.

Objective

The main focus was everyday "New Yorkers" - there was no set age demographic - and the campaign wasn't skewed towards one specific gender category. The campaign was focused on showing that JetBlue was New York's Hometown Airline. All prizes were to be "New York Based" - whether it be winning tickets to a Brooklyn Nets game, or winning a free round trip flight out of JFK to the Bahamas. The team wanted to be in a bunch of high profile locations throughout Manhattan - but also penetrate deep into the communities that populated the outer boroughs

Strategy

The team found an adhesive that would allow the campaign to install bus posters on the outside of the shelter, allowing them to be torn off by consumers walking by. All people had to do was be curious, be brave, and tear off the adhesive posters to win amazing prizes (one of the creative messages said - "Literally, take this ad - Literally"). Since some versions of the creative were allocated by borough, neighborhood, or actual prizes themselves, the team hired dedicated installers to ensure everything was posted prop-



erly. By taking this approach, it also allowed film crews to be onsite and record people's shock and enjoyment after winning one of Jet Blue's incredible prizes. The team had 2 rounds of posting - which allowed buzz to continue from the initial post, and live via social media - and allow for others to experience the joy of winning one of the amazing prizes. Additionally, the campaign had postings in both English + Spanish.

Plan Details

Markets: New York

Flight Dates: September 2015 - October 2015

OOH Formats Used: Bus Shelters + Newsstands (Static)

Target Audiences: General, A18+

Budget: This was a specialized deal that Jetblue took advantage of.

Results

54% of units were redeemed within 24 hours. The video that was released generated over 1.6 million views along with positive consumer reaction and press mentions in Entrepreneur, Creativity, Travel + Leisure, and Fox 5.

Additional Information

News articles:

<http://www.adweek.com/adfreak/jetblue-told-new-yorkers-steal-its-bus-shelter-ads-and-rewarded-them-it-167277>

<http://creativity-online.com/work/jetblue-nyctakeoff/43540>

