JetBlue Unveils Bold Campaign About Underappreciated Fliers through the View of the Most Frequent Fliers - Pigeons

Sep 17, 2013

JetBlue Unveils Bold Campaign About Underappreciated Fliers through the View of the Most Frequent Fliers - Pigeons

New Ads Show How JetBlue Focuses on the Customer -

NEW YORK, Sept. 17, 2013 /PRNewswire/ -- JetBlue Airways (NASDAQ: JBLU) is launching a new advertising and marketing campaign that showcases the struggle of today's air traveler by giving a voice to the most overlooked and underappreciated fliers of all – pigeons. In a campaign called "Air on the Side of Humanity," JetBlue spotlights its core brand difference with competing airlines: its award-winning focus on the customer.

In the campaign, created in partnership with ad agency Mullen, JetBlue shows the plight of the ultimate frequent flier – the pigeon – in documentary style videos seen here that draw a playful comparison of how people are treated on other airlines today with the more respectful way that customers are treated on JetBlue. The pigeon flies in crowded spaces, gets crumbs for snacks and is generally ignored.

By contrast, JetBlue customers get the most legroom in coach, unlimited free snacks and friendly service from an airline that has won a JD Power Award for Customer Service nine consecutive years.

"Travelers on some airlines unfortunately have grown used to being under-served," said Marty St. George, JetBlue senior vice president of marketing. "They have to put up with cramped spaces, limited snacks, and the feeling of being ignored."

"We believe customers should be treated with respect and humanity, so we offer the most legroom in coach, friendly inflight crewmembers, unlimited free snacks and free DIRECTV® in every seat," St. George said. "We want this campaign to make travelers question their own flight experiences and show that there is a better way to fly right in front of them with JetBlue."

Debuting in the Boston market, where JetBlue has the most daily nonstop flights of any carrier, the 360-degree campaign includes TV commercials, online advertising, microsites, mobile, social, experiential and out-of-home advertising. The media plan includes TV spots running in 39 prime-time season premieres, with intensive 'roadblocks' planned on NBC and CBS on September 26, and first-to-market executions with Boston.com takeovers, branded train takeovers, and a subway media flipbook that appears as commuters travel on the MBTA.

JetBlue is launching an extensive campaign in New York, where the airline was born. The campaign will blanket the entire New York area, from bus shelters and atop taxis to leading web sites like ESPN.com and Hulu. The New York Hometown message will permeate life in New York, from the airline's New York Jets sponsorship to New York subways, *The New York Post* and mobile phones.

To attract customers on-the-go, JetBlue is also partnering with Mobile Theory on a unique voice activation unit that will teach consumers how to speak pigeon on their smartphones. To extend reach to the online video audience, JetBlue will leverage partnerships with Hulu and CBS Interactive to mirror the TV premieres.

In addition, a digital experience and social hub, Central Perch, has been created to invite users to send friends social messages through a carrier pigeon that delivers custom messages to their Facebook message inbox. Users also will be able to watch the TV spots and navigate the site to educate themselves on JetBlue's unique customer service offerings.

Customers can view the TV spots here.

The multi-channel nature of this campaign enables JetBlue to engage its customers in a fresh, witty way, while maintaining our promise to restore humanity to air travel.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan, carries 29 million customers a year to 79 cities in the US, Caribbean and Latin America with more than 700 daily flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. JetBlue's fleet totals 180 aircraft, comprising 127 Airbus A320s and 53 EMBRAER E190s, with another 115 aircraft on order. Upcoming destinations include Worcester, Massachusetts, Port-au-Prince, Haiti, Lima, Peru, Savannah/Hilton Head and Trinidad, subject to receipt of government operating authority. For more information please visit www.jetblue.com

SOURCE JetBlue Airways

Powered by SITECORE