JetBlue Launches New Campaign that Reminds Travelers They Deserve Better than 'Just Alright'

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Just Alright Doesn't Fly Here Shines Spotlight on How JetBlue Flies Above Industry Customer Experience Pain Points

NEW YORK--(BUSINESS WIRE)-- **JetBlue (NASDAQ: JBLU),** the airline with a mission to inspire humanity, has a message for travelers everywhere: You deserve better. Launching today, its latest campaign, "Just Alright Doesn't Fly Here," takes a stand against mediocrity in air travel and reminds travelers they don't have to accept the bare minimum that has become standard across the industry.

"JetBlue has always believed that travelers deserve better, and going above and beyond for our customers has been an integral piece of JetBlue's DNA since day one," said Elizabeth Windram, vice president of marketing, JetBlue. "This campaign is designed to shine a much-needed spotlight on the complacency that's become an all too common part of the airline experience and show those who haven't traveled with us before that there's a better way to fly."

The multifaceted "Just Alright Doesn't Fly Here" campaign will come to life in videos and ads that feature different aspects of JetBlue's award-winning customer service. JetBlue is carefully positioning the message on TV, social media, radio on music streaming services, digital and billboards positioned to counteract everyday mediocre moments — both offline and online — to deliver the message while travelers are in the "just alright" mindset, such as sitting in traffic, waiting for the train, or simply browsing the web.

Playing on an inventive nod to the Wright Brothers who took flying to new heights, JetBlue created the fictional characters "The Alright Brothers," crediting them for taking airline customer service to new lows. While the tale is fictional, the video endings bring a dose of reality, with real JetBlue crewmembers delivering the message that while bare-minimum experiences may have become the industry norm, those low standards would never "fly" on JetBlue. Customers can view the videos here, here and here.

The campaign is being rolled out as JetBlue continues to invest in the customer experience through the restyling of its Airbus A320 aircraft and just before its first A321neo goes into service. The restyled A320s and the new A321neos introduce a new era of comfort and connectivity to travelers, bringing to the skies the widest seats available for this aircraft and the most legroom in coach of any U.S. airline (a). The refreshed experience also offers an unparalleled inflight entertainment (IFE) experience with 100+ channels of DIRECTV® and hundreds of free movies and shows, expanded coverage of free Fly-Fi® broadband connectivity almost everywhere JetBlue flies (b) and much more.

Additionally, JetBlue recently announced future orders for the Airbus A321LR, A321XLR and A220-300 aircraft. Those aircraft will usher in the next chapter of the JetBlue story with unmatched fuel savings, a best-in-class customer experience from award-winning crewmembers and the promise to broaden the customer-focused airline's reach within the Americas and into Europe in the years ahead.

Customers are taking note, as JetBlue was named "Highest in Customer Satisfaction Among Low-Cost Carriers" in the J.D. Power 2019 North America Airline Satisfaction Study, was honored as the number one domestic airline in *Travel + Leisure*'s World's Best Awards 2019 and was awarded best in Passenger Comfort in the 2019 TripAdvisor Traveler's Choice Awards.

Since its inception in 2000, JetBlue has revolutionized the air travel experience at every turn, offering the most legroom in coach, unlimited seatback entertainment and complimentary, all-you-can-eat brand-name snacks. The first commercial airline to disrupt the industry by providing free, high-speed broadband Internet and live TV at each seat on every plane, JetBlue continues to offer unparalleled comfort from takeoff to touchdown with award-winning customer service to match.

"Just Alright Doesn't Fly Here" – created in partnership with agency MullenLowe – will target New York, Boston, Los Angeles and Fort Lauderdale and run through mid-December. It is the airline's first marketing campaign since "Air on the Side of Humanity," which launched in 2013, and gave a voice to the most overlooked, unappreciated frequent fliers of all — pigeons — to showcase the struggles of air travelers.

About JetBlue

JetBlue is New York's Hometown Airline® and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries more than 42 million customers per year to 100-plus cities in the United States, Caribbean and Latin America with an average of more than 1,000 daily flights. For more information, please visit jetblue.com.

a. JetBlue offers the most legroom in coach based on the average fleet-wide seat pitch for U.S. airlines.

b. Fly-Fi and live television are available on all JetBlue-operated flights. On ViaSat-2 equipped aircraft, Fly-Fi will not be available on portions of some routes, and live television will not be available while operating outside of the contiguous U.S., or until the aircraft returns to the coverage area. On all other aircraft, Fly-Fi and live television will not be available while operating outside of the contiguous U.S., or until the aircraft returns to the coverage area.

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