

JetBlue Strategic Advertising Plan

November 30, 2019



AUDIENCE PERSONA - MILLENNIALS



Name: Sarah Williams

Age: 24

Location: Boston

Status: Single

Occupation:
Communications
Associate for a
Non-Profit

BIO: Sarah has her BA degree in international relations from Boston College. She has \$60k in student loan debt, but diligently makes her monthly payments. She makes \$50k a year, she pays all of her own bills and saves in a 401k. With her limited remaining discretionary spend, Sarah enjoys going out with friends, exploring Boston bars and eateries. Sarah saves her money to travel abroad when she can, which is about once a year. She enjoys exploring new cultures, loves posting about her adventures, and isn't afraid to travel alone.

MOTIVATIONS

- Experiencing life
- Posting on social media
- Friendships and family
- Being happy and fulfilled in life
- Traveling
- Staying connected to family
- Beach time during Boston winter

GOALS

- Wants to travel the world before settling down
- Wants to integrate culture into her job
- Eventually wants to be a travel journalist
- Doesn't want to take on any more debt
- Wants an Insta-worthy social life

BARRIERS

- Frustrated by the cost of traveling abroad
- Frustrated by not getting enough time off to travel
- Confused by the differences in costs between the different airlines
- Frustrated by the limited times/dates/locations that the different airlines fly
- Confused by the perception that JetBlue is secondary to big airlines like Delta, United, Americans, etc.



COMMUNICATION STRATEGY - MILLENNIALS - OBJECTIVE 1

Goal:

To increase both the engagement levels and the purchase intentions of millennial audiences in designated markets.

Objective 1:

To increase trust in the JetBlue brand among 15 percent of target millennials, ages 23-29, in the Boston, New York and Orlando metropolitan markets by the end of 2020.

Tactics to Accomplish Objective 1:

1. Launch bimonthly branded stories through Facebook and Instagram targeted to the Boston, New York, and Orlando metropolitan regions beginning January 6, 2020.
2. Post weekly branded videos on the JetBlue YouTube channel starting January 6, 2020.
3. Post weekly vetted, user-generated videos on the JetBlue YouTube channel starting in January 2020.
4. Partner with Away® luggage by posting co-branded sponsored advertisements using a notable brand influencer on Facebook and Instagram every other month targeted to the Boston, New York, and Orlando metropolitan regions beginning January 6, 2020.

Evaluations

1. Measured quarterly by analyzing reach, impressions, and mentions through the Facebook, Instagram and YouTube platforms prior to the campaign, mid-way through the campaign, and at the completion of the campaign.
2. Measured by a digital consumer satisfaction survey administered via Facebook and a market research firm prior to the campaign, and quarterly until the end of 2020.



COMMUNICATION STRATEGY - MILLENNIALS - OBJECTIVE 2

Goal:

To increase both the engagement levels and the purchase intentions of millennial audiences in designated markets.

Objective 2:

To increase purchases in roundtrip airfare by targeting millennials, ages 23-29, in the Boston, New York, and Orlando markets by 7-10 percent year-over-year.

Tactics to Accomplish Objective 2:

1. Sponsor digital banner and sidebar advertisements on BuzzFeed, HuffPost, and Pinterest at set times prior to spring, summer, and winter breaks, and shoulder season (see media timeline for exact dates).^[1]
2. Sponsor 15-second radio spots on Pandora and Spotify in the Boston, New York, and Orlando metropolitan regions at set times prior to spring, summer, and winter breaks, and shoulder season (see media timeline for exact dates).
3. Run TrueBlue points promotions with Away® luggage brand starting in August of 2020 and running through mid-November of the same year (to promote shoulder season).^[2]
 - Users receive 500 JetBlue TrueBlue points for showing gate agent their Away® carry-on bag(s).
 - Users receive 500 additional TrueBlue points for posting a photo or video with their Away® luggage at the JetBlue gate using a designated hashtag and tagging Away and JetBlue.

Evaluations

1. Measured by the number of click-throughs from the unique code embedded in each ad and visits to the specialized landing pages.
2. Measured by the comparison of year-over-year roundtrip airfare purchased prior to the cutoff dates for the spring break (April 12), summer break (June 1), shoulder season (September 1) and winter break (mid-December) promotions.



COMMUNICATION TIMELINE - MILLENNIALS

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Branded Stories on Facebook and Instagram	Active												
JetBlue YouTube content	Active												
User-generated YouTube content	Active												
Away® co-branded sponsored ads on Facebook and Instagram	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	
Digital banners on websites	Inactive	Active					Inactive				Active	Inactive	
Radio spots	Inactive		Active				Inactive		Active				Inactive
Away® partner promotions	Inactive							Active			Inactive		

CREATIVE CONCEPTS - MILLENNIALS

Away Sponsored

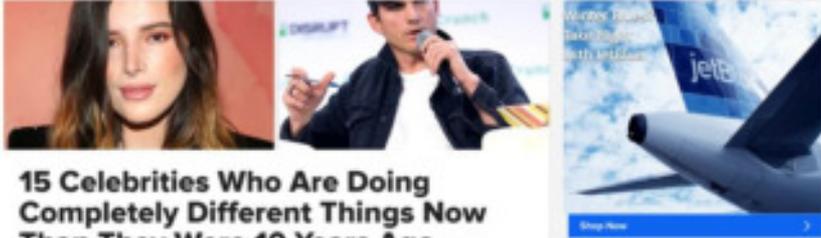
Ready for a vacation? Fly JetBlue and show your Away® luggage to the gate agent and receive 500 TrueBlue points. #awaywithjetblue



awaytravel.com
Set yourself apart | Away
Make a statement.



BuzzFeed Quizzes 2019 Gift Guide News Shopping TV & Movies Trending Cooks Newsletters



15 Celebrities Who Are Doing Completely Different Things Now Than They Were 10 Years Ago

JetBlue flies to over 1,000 destinations daily. Start checking off your bucket list destinations.

jetblue • Follow

jetblue Ready to see this view and earn TrueBlue points? Book a flight with us, pack your Away® luggage and show the gate agent to receive 500 TrueBlue points. Share your interaction on Instagram and receive 500 extra TrueBlue points to use towards a free flight! #awaywithjetblue

hazelgr180 I flew over the Bahamas at the end of March. So beautiful!
daveomurray @cashiiba let go!
stjaquez 🥰🥰
dddaaanilleee!!! Hey @jetblue your crew on flight 24 to JFK wouldn't let me use the closet to hang my suit because "closets first class are for first class only" and now all my wedding suit is

7,229 likes
MAY 10

Add a comment...



AUDIENCE PERSONA - HISPANICS



Name: Jose Rodriguez

Age: 43

Location: Ft. Lauderdale

Status: Married

Occupation: Electrician

Family: Wife of 16 years, Rita. Three children: Isabella (11), Regina (8), Mateo (5).

BIO: Jose and Rita moved from Puerto Rico to the U.S. mainland for Jose's job. They are the only members of their immediate families who live on the U.S. mainland - their siblings and parents still live in the same town in Puerto Rico. Rita is a homemaker and cares for the children. Jose is an electrician and has found good work through a friend who had previously moved. They live on one income which allows them to cover their basic needs, but they don't save for retirement and any extra money is either sent back to family in Puerto Rico or spent on their three children.

MOTIVATIONS

- Family values
- Staying connected to the Puerto Rican culture and the family heritage
- Instilling a work ethic in his children

GOALS

- Trying to build a better life for his family
- Good education and better opportunities for his children
- Keeping his wife at home to care for the children
- Travel to see family as much as possible
- Keep the Puerto Rican culture strong in his children

BARRIERS

- The pressure to succeed on the U.S. mainland after moving away from family
- Wanting to keep the family connection strong across borders
- Frustrated by the cost of traveling to see family
- Frustrated that the family can't easily visit Jose on the U.S. mainland due to time and expense



COMMUNICATION STRATEGY - HISPANICS - OBJECTIVE 1

Goal:

To increase both the engagement levels and the purchase intentions of Hispanic audiences in designated markets.

Objective 1:

Increase brand loyalty among Hispanics, ages 18-65, by 12-15 percent in the New York, Houston, and Ft. Lauderdale market regions by the end of 2020.^{[3] [4]}

Tactics to Accomplish Objective 1:

1. Run a partner promotion with travel agencies specializing in travel to and from Latin America
 - o User receives 500 TrueBlue points for booking airfare with designated JetBlue partner agencies
2. Partner with a telenovela star as a key influencer in the Hispanic culture to be the spokesperson for television ads that run during telenovelas.^[5]
3. Run a promotion to increase TrueBlue rewards points for each person added to a roundtrip airfare reservation at set times prior to Dia de los Reyes Magos, La Semana Santa, and summer travel season (see media timeline for exact dates).

Evaluations

1. Measured by a brand preference survey issued by Nielsen to our target demographic prior to and after the completion of the campaign.
2. Measured by increased JetBlue flights sold at designated partner agencies year-over-year.
3. Increase average order value for flights during the identified promotional periods.



COMMUNICATION STRATEGY - HISPANICS - OBJECTIVE 2

Goal:

To increase both the engagement levels and the purchase intentions of Hispanic audiences in designated markets.

Objective 2:

To increase average order value of roundtrip family airfare packages by target Hispanics, ages 26-55, in the New York, Houston, and Ft. Lauderdale markets by 7-10 percent year-over-year by the end of 2020.

Tactics to Accomplish Objective 2:

1. Sponsor digital banners and sidebar advertisements on Yahoo, AOL, and Google at set times prior to Dia de los Reyes Magos, La Semana Santa, and summer travel season (see media timeline for exact dates).^[6]
2. Run 30-second advertisements with a specialized promotional code during telenovela viewing hours, 2-5pm, on Spanish speaking stations in the New York, Houston, and Ft. Lauderdale broadcast regions.
3. Run sponsored mobile-only Spanish advertisements on Facebook and Instagram targeted to the New York, Houston, and Ft. Lauderdale metropolitan regions to encourage click-through to the Spanish JetBlue website at set times prior to Dia de los Reyes Magos, La Semana Santa, and summer travel season (see media timeline for exact dates).

Evaluations

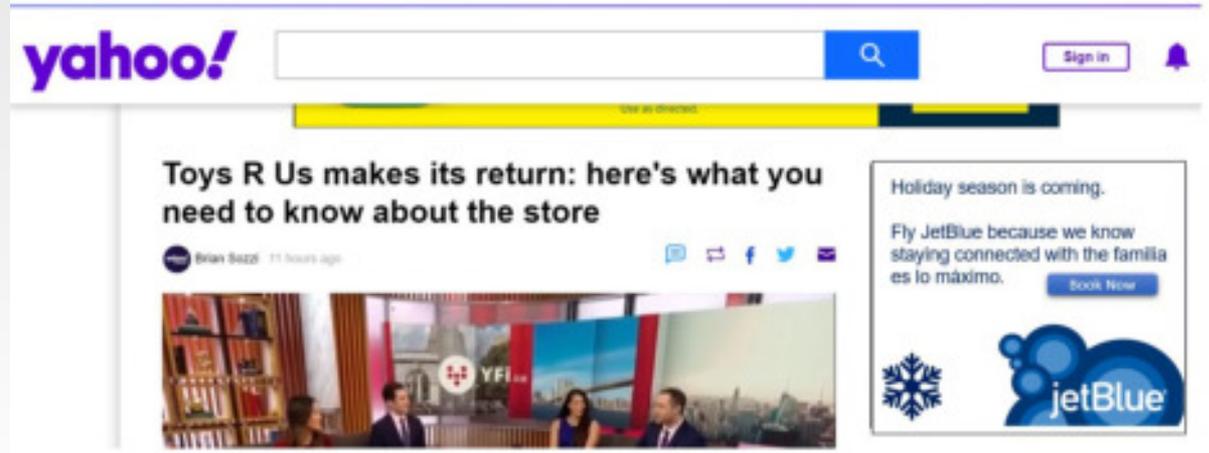
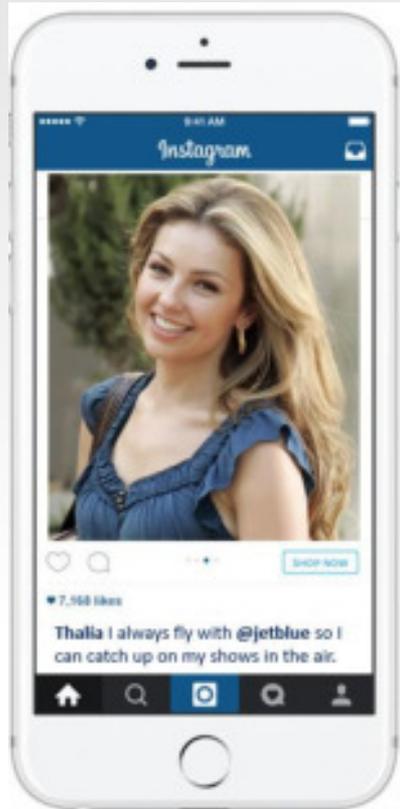
1. Measured by the number of click-throughs from the unique code embedded in each ad and visits to the specialized landing pages.
2. Measured by sales associated with utilization of television promotional code.
3. Measured quarterly by analyzing reach, impressions, and mentions through the Facebook and Instagram platforms prior to the campaign, mid-way through the campaign, and at the completion of the campaign.



COMMUNICATION TIMELINE - HISPANICS

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
TrueBlue Rewards travel agency partner promotion	Active											
Telenovela promotional code		Active			Active				Active			Active
TrueBlue Family Rewards promotion		Active							Active			Active
Digital banners on websites		Active			Active				Active			Active
Mobile advertisements		Active			Active				Active			Active

CREATIVE CONCEPTS - HISPANICS



Book your holiday travel with one of Travel & Leisure's A-List Travel Agencies!

Get 500 TrueBlue points when you fly JetBlue's 300+ daily flights to Latin America and Caribbean destinations.

**TRAVEL+
LEISURE**

jetBlue



REFERENCES

[1] Ott, G. (7 Aug 2019). It's official, August 9th is the busiest air travel day of the year. Retrieved from: <https://www.godsavethepoints.com/busiest-travel-day-of-the-year-august-9th/>

[2] TrueBlue FAQs. (2019). Retrieved November 23, 2019, from <https://www.jetblue.com/trueblue/faqs>.

[3] Stateside Puerto Ricans. (2019, November 6). Retrieved November 23, 2019, from https://en.wikipedia.org/wiki/Stateside_Puerto_Ricans.

[4] Mitelman, J. (2013, September 4). Retrieved November 23, 2019, from <https://www.bizjournals.com/houston/news/2013/09/03/houston-brazoria-metro-area-has.html>.

[5] Bishop, E. (2014, October 7). 6 Brands That Succeed At Understanding Hispanic Marketing. Retrieved November 23, 2019, from <https://www.business2community.com/marketing/6-brands-succeed-understanding-hispanic-marketing-01030311>.

[6] Hure, L. (2017, April 24). RANKING: Top 10 Websites Most Visited by US Hispanics. Retrieved November 23, 2019, from <https://www.portada-online.com/digital-media/ranking-top-10-websites-most-visited-by-us-hispanics/>.

