

JETBLUE LDD CREATIVE CASE STUDY

DAILY COUNTDOWN UNTIL LIFT OFF

BACKGROUND

JetBlue Airlines, new to the Pittsburgh market, was launching new service out of the Pittsburgh International Airport and wanted to give bulletins a try. However, during a market ride, they were shown our outstanding digital poster locations on ten high-profile arteries in retail-suburban locations, and couldn't pass it up. Their Lamar Account Executive told them if they wanted to create a buzz - Go Digital!

CREATIVE STRATEGY

Their creative strategy, suggested by their Lamar representative, was to do a countdown until their launch date. And that's exactly what they did. The 15 days before their service began, JetBlue wrote letters to Pittsburghers about what they could expect when they fly out or to their city for the first time.

RESULTS

JetBlue is very happy with the results. Bookings are better than they expected them to be in Pittsburgh. The campaign was very clever and pushed everybody to get hooked into the message. They loved the format.

