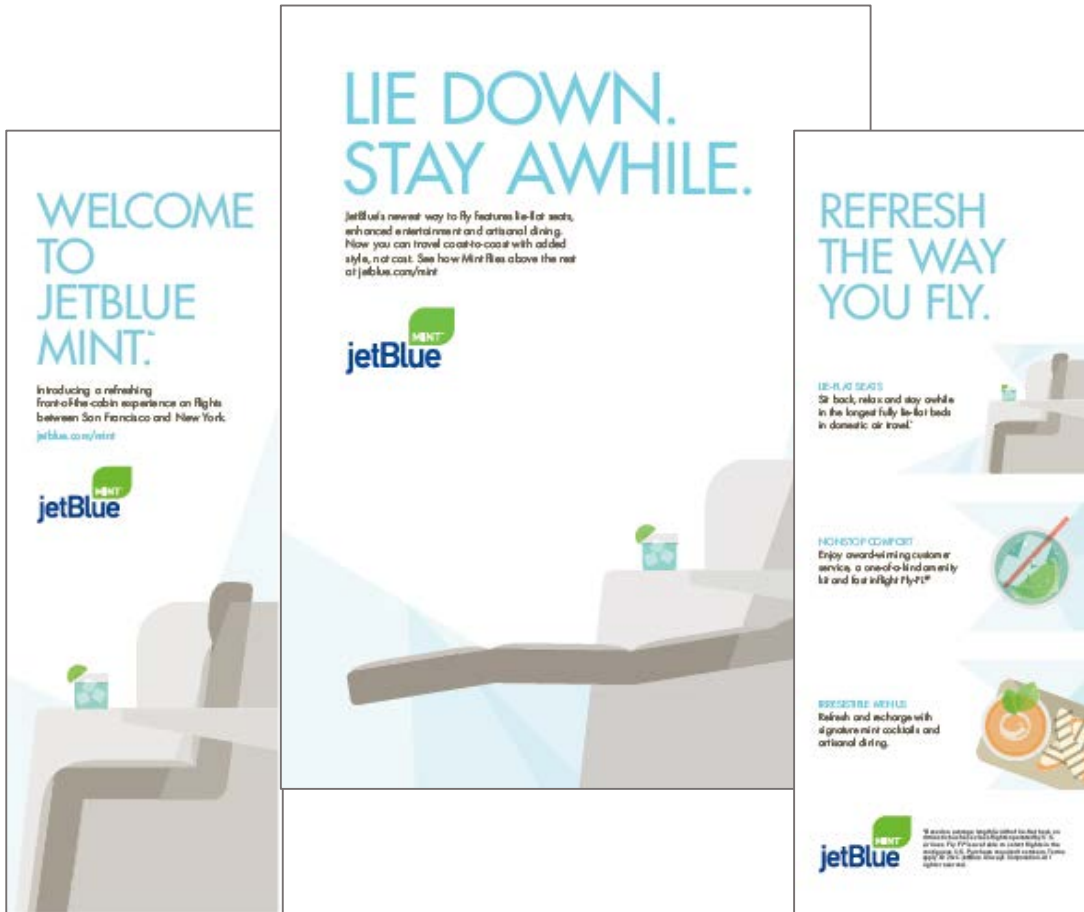


Local Works: JetBlue

jetBlue



The Client

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 38 million customers a year to 101 cities in the U.S., Caribbean, and Latin America with an average of 1,000 daily flights.

Objective

Raise awareness of the launch of JetBlue Mint and its special lie-flat seats by using a 'stand out' unit in the magazines.

Solution

A geo-targeted print campaign in one major metro market in California. The campaign ran in three Condé Nast titles and featured a folded insert creative unit.

Geography

San Francisco Metro

Recommended Media

Condé Nast Traveler, The New Yorker, Wired

