

MAILER:

JetBlue

OBJECTIVE:

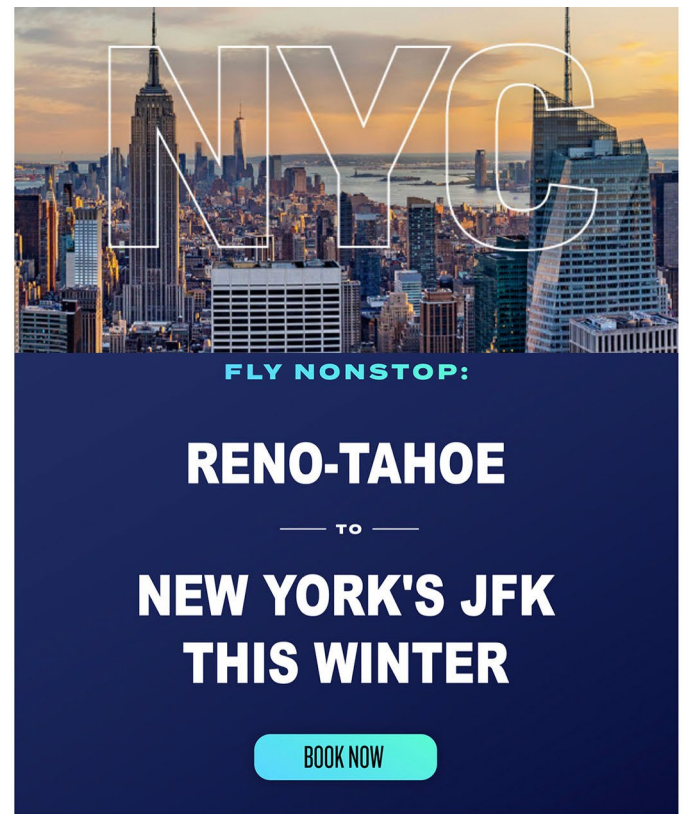
JetBlue faced the challenge of promoting their new non-stop flights from Reno-Tahoe to New York's JFK International Airport and increasing flight reservations.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted prospective travelers in the Reno, South Lake Tahoe, North Lake Tahoe and Truckee DMAs. eTargetMedia strategically selected consumers who are between the ages of 25 to 64 years old with a proven interest in travel. The campaign also targeted travelers with annual household incomes of \$75k per year as these individuals would have the discretionary income to splurge on a trip to NYC. The creative promoted JetBlue's new non-stop flights from Reno-Tahoe International Airport to JFK International Airport and also featured the excitement of taking a trip to New York City for the unparalleled food, nightlife, shopping and activities that the Big Apple offers. A Book Now call to action button was prominently featured in the creative to make it easy for email recipients to click through to the JetBlue website to book their flight.

OUTCOME:

The email campaign generated an extremely high open rate and a very strong click through rate. Booking inquiries for the new non-stop flight from Reno to NYC also increased and the campaign resulted in a very successful email acquisition campaign.



It has never been easier to land in the Big Apple. Non-stop flights from Reno-Tahoe International on JetBlue land you in the heart of the action, with all the entertainment, dining and culture of one of the world's most vibrant cities at your fingertips. Fly into JFK International Airport and explore the storied streets, unparalleled eats and thriving nightlife that has earned New York the name "The City That Never Sleeps." Book today and experience the convenience of non-stop travel and one of the world's most famous cities. With Broadway hits, legendary chefs and museums galore, it's never a bad time to explore New York. Planned nonstop flight dates are February 16 through March 25. Dates are subject to change.



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