

JetBlue Card , JetBlue and Barclays US Consumer Bank

Background

JetBlue and Barclays US Consumer Bank launched their new suite of JetBlue Mastercard credit cards, the latest complement to JetBlue's TrueBlue loyalty program in 2016. Since then, consumers have been able to earn points on purchases for their travel and vacation expenses, for food, and other purchases when using their JetBlue Card.

Not only is there is a lot of competition in the travel credit card space, but JetBlue Card also had to deal with downtrends in consumer spending and diminished travel due to the COVID-19 pandemic. JetBlue Card wanted to remain relevant and effectively communicate the value of their benefits when using their card. It was no easy task to figure out how to combat the reduction in consumer consideration for this product category due to the state of the marketplace.

Objective

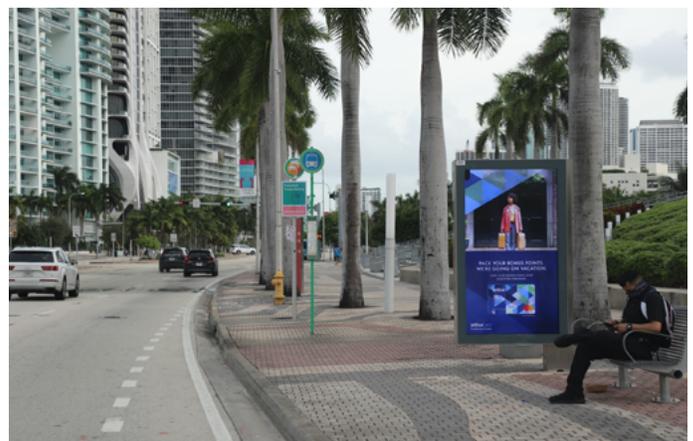
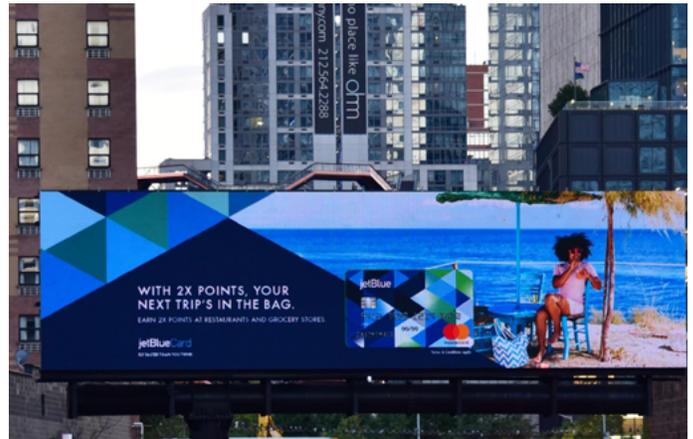
The campaign objective was to raise awareness for the JetBlue Card (both free and plus) and drive applications in Boston, New York City, and Miami – Ft. Lauderdale.

JetBlue Card's target audience is adults 25–54 with an HHI of \$75K+, who are frequent flyers, and JetBlue loyalists who have not yet applied for the JetBlue Card.

Strategy

The brand's agencies took a data-driven OOH approach to deliver the right message, to the right audience, at the right time. By ingesting 1st and 3rd party data (anonymized), they were able to identify individual units as well as geographic areas that over-indexed against JetBlue Card's target audience (A25–54 w/ HHI of \$75K+; Frequent Flyers and JetBlue loyalists who have not yet applied for the JetBlue Card). The agencies partnered with several top media outlets and used their location intelligence platforms to create custom audience segments and targeted lookalikes at the household level to better understand what inventory to buy and where it should be placed. The custom audience segments consisted of consumers with a browsing history on JetBlue Card and/or Barclays' websites, JetBlue TrueBlue members, frequent flyers, and those interested in travel/rewards cards.

In addition to ingesting the data, they factored in current mobility trends in each market due to the COVID-19 pandemic. Inventory values had shifted because consumer behaviors had changed. This meant JetBlue Card's OOH strategy had to adapt to the marketplace. A variety of mobility reports helped further validate the data and tactics selected.



JetBlue Card ran a multi-touch OOH campaign in New York, Boston, and Miami – Ft. Lauderdale beginning in October 2020 through the end of January 2021. The inventory consisted of high impact placements (printed & digital bulletins) located along heavily trafficked highways and major arteries in concentrated areas of each market targeting city centers and suburbs. Eye-level street furniture was layered to extend reach and frequency onto the surface streets of neighborhoods that over-indexed for JetBlue Card’s custom audiences. To further connect with loyalists and those flying via JetBlue, JetBlue Card ran a mix of high-impact & digital frequency networks within each terminal at BOS, JFK & FLL.

In addition, anonymized device IDs were collected for mobile retargeting and then used within a multi-touch attribution model to help prove the efficacy of OOH.

Plan Details

Market: New York, Boston, Miami-Ft. Lauderdale

Flight Dates: October 5th, 2020–January 31st, 2021

OOH Format: Digital City Information Panels, Static Transit Shelters, LinkNYC Digital Kiosks, Bulletins, Digital

Additional Media Formats Used: Mobile (For retargeting & attribution).

Target Audience: A25–54; Frequent Flyers and JetBlue loyalists who have not yet applied for the JetBlue Card.

Budget: N/A

Target Audience TRPs: NY: 323.8 | BOS: 464.3 | MIA: 364.9

Target Audience Reach: NY: 56.93% | BOS: 52.08% | MIA: 54.91%

Target Audience Frequency: NY: 5.7 | BOS: 8.9 | MIA: 6.6

Results

To measure campaign success, they collected data from consumers exposed to the OOH ads to understand the impact as a channel – role & conversion. JetBlue Card had never understood the efficacy of OOH tailored to campaign acquisition KPIs as the medium had not previously been included within their multi-touch attribution (MTA) model.

To include OOH in JetBlue Card’s MTA results, the agencies captured mobile data and detected the impact of media on their target audience’s path to conversion. They were able to provide performance insights based on the % of exposed OOH users who applied for a JetBlue Card, visited the JetBlue website, and clicked on organic and paid search ads. This process was a true collaboration across all media partners, agencies, and measurement partners.

Flashtalking saw a 68% exposure ID match rate. The results validated the linkage to OOH ad exposure and digital conversion and highlighted the best format types based on engagement.

Performance insights included:

Flashtalking MTA Results:

- 24% of those exposed to an OOH ad visited the JetBlue Card website
 - 13% of those exposed to an OOH ad also completed a JetBlue Card application
 - The campaign generated a 6.5% click rate for those exposed to an OOH ad – 65% of those clicks were for organic ads, and 35% were for paid ads
 - Non-airport OOH slightly outperformed Airports in terms of OOH exposure (12.4% click rate vs. 10.5% in airports), but OOH impression volume for non-airport OOH was lower than Airports (2.5x more clicks for those exposed to airport media vs. non-airport OOH)
 - Digital Bulletins (22%) and street furniture (14%) were the top-ranked formats by OOH exposure when looking at “click” rates
- In addition, they conducted a brand health survey to help understand the campaign’s impact on JetBlue Card’s Awareness, intent, favorability, and consideration. They collected opinions within hours of a validated visit to an out-of-home ad location, along with opinions from an unexposed control group to measure the exposure-driven lift. The brand study revealed:
- Exposure increased top of mind awareness of JetBlue Card by 33%

MFour Brand Study Results:

- 36% of those exposed to the OOH ads recalled the multiple benefits of JetBlue Card
- 80% of those exposed say the ad improved their opinion of JetBlue Card
- 9% lift in JetBlue’s profile & brand opinion for those exposed to an OOH ad
- 61% of those exposed felt the ads felt it “makes me want to find out more about the JetBlue Card”
- Of those exposed, 56% said it would drive them to take action to visit JetBlue.com