

## Delta Airlines - Los Angeles

### Problem

How could Delta Airlines break through the overabundance of airline choices in the LA area with a revamped OOH campaign?

### Solution

By exploiting the concern of consumers for the long flight side effect, jet lag.

### Background

LA is a market that tends to be oversaturated with airline options and parity cabin experiences at every tier. There's not much differentiation and every brand is trying to convince travelers that they offer the most premium in-flight experience. Delta wanted to break through the noise, not by telling Angelenos about what it offers, but by taking action and creating a unique premium experience that these customers could be a part of. One avenue of exclusive comfort that Angelenos are willing to invest in is premium health and wellness. So, what better way to reach traveling Angelenos than associate itself with something they're already passionate about? With the understanding that wellness and premium luxuries are cornerstones of LA's lifestyle and identity, Delta staked their claim in those spaces by making the least comfortable part of travel something that could finally be overcome: jet lag.



This summer, Delta Air Lines and Equinox Fitness Clubs joined forces to give Angelenos a way to fight jet lag. The method—combining the innovative, comfortable, and premium features of Delta's aircrafts with the mindful power of circuit training coached by LA's best fitness experts via the new workout called Sweatlag. To create Sweatlag, Delta pulled inspiration from Delta's flagship A350 aircraft, (featuring the Delta One suite, wider windows, ambient lighting, and better cabin pressurization to fight jet lag in the air), and expertise from Equinox research (suggesting that exercise helps on the ground by encouraging adjustments to time changes and rectifying our circadian rhythms). The classes, running in L.A., are available to anyone who recently took a flight. To sign up, travelers need to visit [sweatlag.com](http://sweatlag.com) and bring a recent boarding pass from travel on any airline.

### Objective

Delta's media will focus on scaling interest of the partnership in order to maximize conversation & buzz in the market...

- Driving awareness of the program among LAX travelers
- Enabling EQX members to share their experience on social platforms
- Identifying premium health & wellness seekers within the LA market
- Creating content with partners that lend brand equity among a broader eHVC audience (emerging High Valued Consumer). This target is transitioning into a time in their lives when they have enough disposable income to establish brand loyalty to an airline and not choose a flight solely based on cost.

### Strategy

Delta hit the ground running with splashy, high-impact OOH media that grabbed the attention of eHVCs in LA, by delivering messaging to the right audience at the right time. Using digital billboards, Delta delivered dynamic creative in strategic OOH locations, catching the attention of eHVCs fresh off an incoming flight and driving them into Equinox gyms for a Sweatlag class.

- 1) Digital billboards in close proximity to the airport sourced live data feeds from Flight Aware enabling us to tap real-time arrival data. The Digital Billboards would then welcome arriving flights by specific flight numbers coming into LAX from key domestic

and international markets (NY, Shanghai), e.g., “JUST LANDED ON FLIGHT DL805? SWEAT THE PARIS OUT” “BOOK A CLASS AT SWEATLAG.COM”.

2) At the same time, we utilized static bulletins within close proximity to Equinox gyms to reach LA eHVCs who were in the exercise mindset.

We also created a custom audience-based buy and programmatically served ad to reach our intended audience. For this portion of the Sweatlag activation, we tapped geolocation data to build an audience of consumers who visited the airports frequently. In the context of this campaign, we used 30-day historical (a) mobile carrier data and (b) mobile GPS/SDK data to map the eHVC audience path throughout the day. Leveraging API-connectivity to various DOOH network screens, we activated DOOH media at times and places that the eHVC target audience would most likely be, and continued to move with them throughout the day. This data-driven approach allowed us to hyper-target our audience, reaching them at various touchpoints including gyms, malls, salons and in proximity to billboards.



## Plan Details

Markets: Los Angeles

Flight Dates: 10 digital bulletins (6/25/18 – 7/22/18) / Lamar, CCO, WOW

3 standard bulletins (6/25/18 – 7/29/18) / Outfront

OOH Formats Used: Digital Bulletins, Static Bulletins, Programmatic DOOH (digital place-based and digital bulletins)

Additional Format Used: Social, Digital, Mobile, Online

Target Audience: eHVC - Visit airports 3+ times per year with a census overlay to reach the core demo of A25-40.

Budget: \$166,048

## Results

Sweatlag became the ultimate summer workout that combined premium benefits from Equinox and Delta. The campaign catapulted Delta into their new position as one of LA's leading premium travel and wellness brands. By leveraging mobile audience data, dynamic ad-serving and harnessing the power of location, we created a comprehensive and contextually relevant-campaign that efficiently generated significant reach and frequency.

The campaign received a ton of earned media with the launch of Sweatlag, from various news outlets and bloggers, all listed below, for the combined total of 40,671,390 earned impressions. The campaign targeted 31 flights overall. From the inception of the specialized workout to the offer's conclusion, 'Sweatlag' classes in Equinox Fitness Clubs saw consistent double-digit attendance."

[1][2][3][4][5][6][7][8][9][10][11][12].

The 'Sweatlag' campaign was a huge success! From the inception of the specialized workout to the offer's conclusion, 'Sweatlag' classes in Equinox Fitness Clubs saw consistent double-digit attendance.



## Additional Information

View campaign video [here](#).