

## ProspAir Jet Charter

### Problem

How can a private pilot create a personable ad to attract more clients?

### Solution

By using a personalized marketing approach to expand his brand.

### Background

The client is a pilot who flies business executives from TF Green Airport for work trips. He has competition with other private jet companies, so he wanted to use his photo to show his customers who he is and that he stands behind his services.

### Objective

The objective was to use a strategically located poster to reach the 40 regular private aviation users to further brand his service with his current clientele and to introduce his service to the 20 clients that don't currently use his service. The poster was chosen because it gets over 90,000 weekly impressions and it is located close to the TF Green airport.

### Strategy

Since this was the first time he was doing any advertising, he wanted to know what type of reach he would get for his investment. Geopath ratings reported that in one 4-week period, he would reach 5% of the overall market with a five frequency. The most important number was the 90,145 weekly impressions that were very likely to be his target audience based on the location of the poster to the airport. The smaller format of a poster worked because it was the closest unit to the airport and his current and potential clients would be open to the message since they were heading to their private jets or airplanes. The creative was key; the design department used his photo and that of his plane in the ad. Just enough information was provided so people could see his friendly and approachable style, along with his contact information.

### Plan Details

Markets: Providence

Flight Dates: June 2018 - December 2018

OOH Format: Poster

Budget: under \$10,000



## Results

The campaign started June 2018, with one poster panel for a total of 12 weeks. When Chris Tasca got an immediate call from a new prospect, he added another 12 weeks. The posters were in a similar area and he bought one facing in one direction for several weeks then moved to the other side to reach the opposite facing traffic.

Tasca was interviewed and featured in Forbes for his non-traditional way of advertising. He included the call that he got within weeks from an executive from a major company that owns a fractional share of his competitor. In addition to selling jet cards which cost \$5,000 per hour, he has also booked a number of charter flights. He plans to expand from his current locations to add more!