

# WE HELPED JETBLUE & BARCLAYS RAISE AWARENESS AND APPLICATIONS FOR THEIR CO-BRANDED CREDIT CARDS

When JetBlue and Barclays US Consumer Bank wanted to raise awareness and drive applications for their co-branded credit card offerings, they faced the additional challenge of maintaining continued relevance throughout the pandemic. To achieve all this, they turned to out of home.

## STRATEGY & TACTICS

- **Strategically Placed:** JetBlue Card's agencies identified individual units and geographic areas that delivered their target audience within key markets of Boston, New York City, and Miami/Ft. Lauderdale. Partnering with OUTFRONT and other media providers, they deployed a multi-touch campaign that combined locations on heavily trafficked highways with major arteries in heavily concentrated urban and suburban areas. Additional street furniture and in-terminal advertising further closed the loop with JetBlue loyalists.
- **Data Driven:** JetBlue Card utilized first- and third-party data to inform their approach to delivering the right message to the right audience at the right time. With it, they built custom audience segments and incorporated changes to travel patterns caused by COVID-19. The data enabled extended reach and frequency in neighborhoods that over-indexed for JetBlue Card's custom audiences.
- **Brand Benefits:** A brand health study quantified the OOH campaign's effect on awareness, intent, favorability, and consideration for JetBlue Card. Findings included:
  - Exposure increased top-of-mind awareness by 33% and brand opinion by 9%.
  - 36% of those who saw the campaign recalled the card's multiple benefits.
  - 80% said the campaign improved their opinion of the JetBlue Card.
  - 61% wanted to find out more after seeing the ads.
  - 56% said the out of home campaign encouraged them to visit JetBlue.com.



SOURCE: MFOUR BRAND STUDY

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

