



Create a buzz in the business community about new air service



^ Logo, newspaper insert/information flyer and billboard

Business

New daily passenger airline service in Salem, Oregon

Audience

Business travelers in the mid-Willamette Valley and central Oregon coast; other travelers who want to avoid crowds and parking costs at the Portland airport

Challenge

Build excitement for the new service quickly; create a high-impact, multi-market campaign within a specified budget; educate audiences on location of airport (and ease of getting to it)

"Delta Air Lines is really excited about the success of the introductory campaign."

— Jason Brandt, Director of Public Affairs, Salem Area Chamber of Commerce

Strategy

Create a vibrant brand identity around the campaign theme, "Fly Salem;" plan a multi-media advertising campaign to maximize reach; develop creative for the campaign, including a dual-purpose flyer/newspaper insert, magazine ads, radio and cable spots, luggage tags and stickers for giveaways, and billboards (placed en route to the Portland airport from target markets)

Results

Flights booked at 66% of capacity in the first month of service, 80% in the second month and close to 100% in the third month; a "buzz" among business travelers and others in the target markets



^ Fly Salem luggage tag