

# Seasonal Campaign

2025 Capstone Project

jetBlue® | adam&eveDDB

01 ✈

# Why We're Here



**JetBlue is ready  
to take on the  
holiday season.**

## Context

**This holiday season JetBlue is making some noise.**

## The Ask

**Create an activation-led campaign that focuses on increasing bookings and emotional value that only JetBlue can offer.**

## Opportunity

**JetBlue's unique comfort and personality give us a bold edge to stand out**

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Context

The Ask

Opportunity

Let's inspire East Coast leisure travelers  
to choose JetBlue for their holiday  
travel.

Whether they're going home or  
getting away.

Create an  
advertising campaign that  
focuses on  
increasing  
bookings and  
that only JetBlue  
can offer.

JetBlue's unique  
comfort and  
personality gives  
us a bold edge to  
stand out.

This holiday season  
JetBlue is making  
some noise.

02 ↗

# Strategic Approach





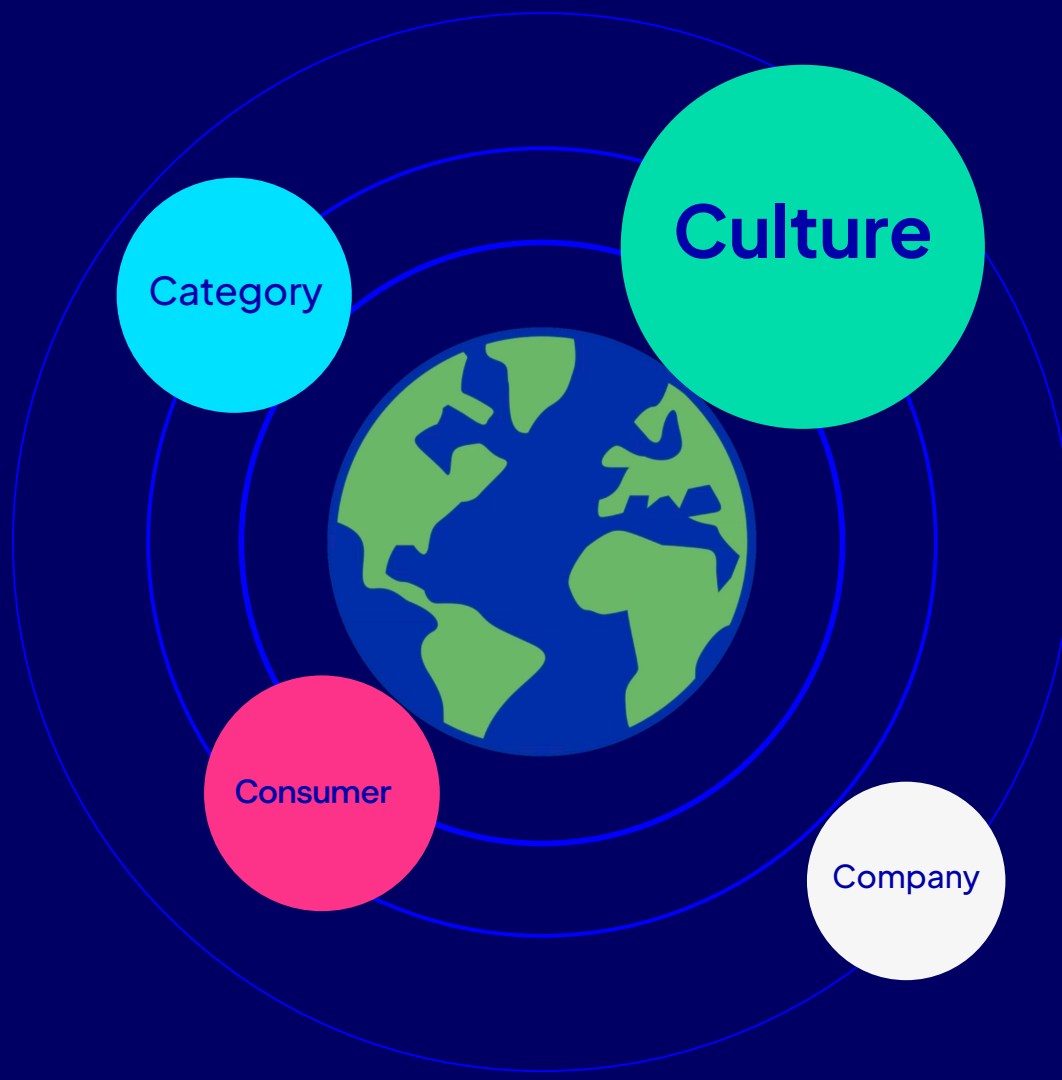
# What's Going On?

Category

Culture

Consumer

Company



Category

Culture

Consumer

Company

# Holiday Numbness

This year, the holidays feel heavier, **less magical**, and more stressful than ever.

“Nearly nine in 10 U.S. adults say something causes them stress during the holiday season”

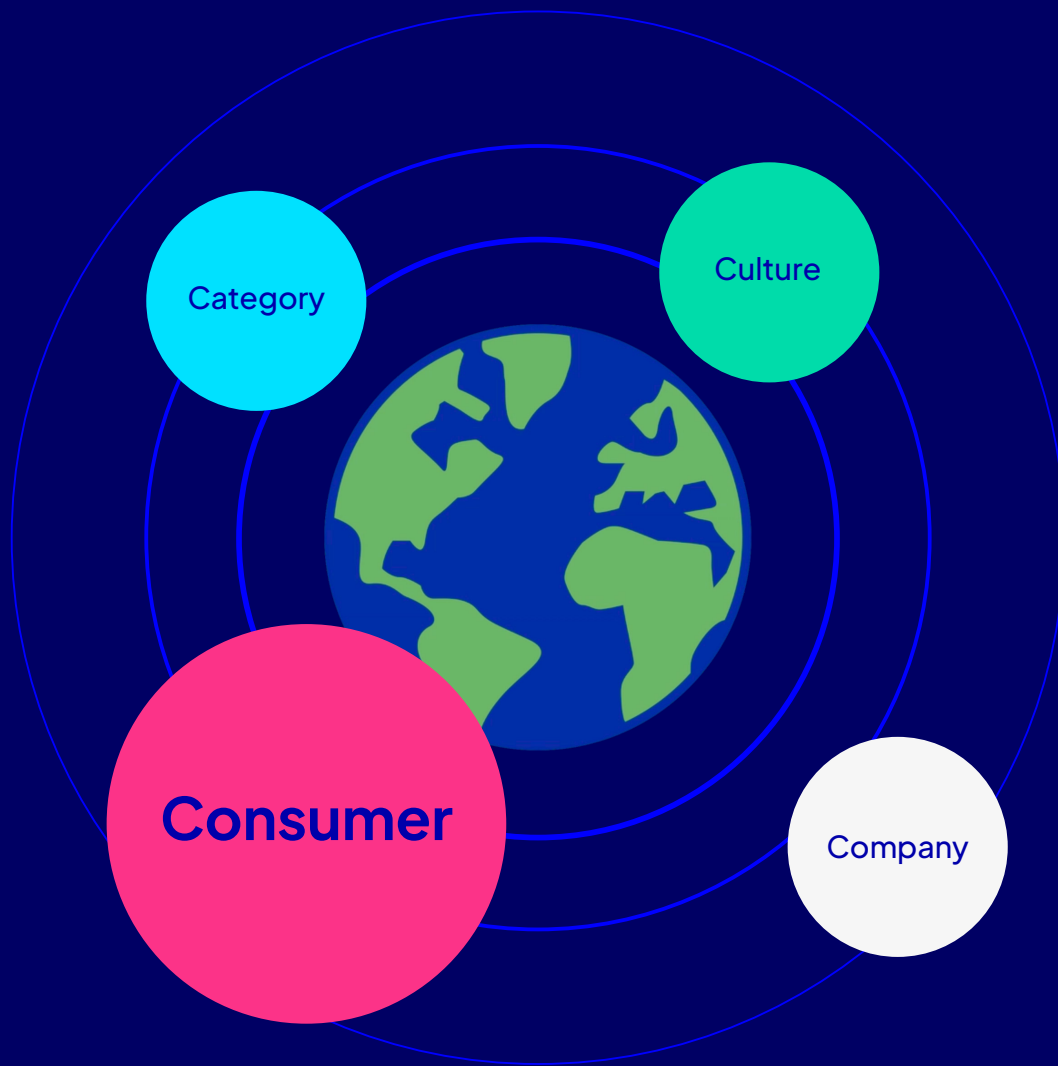
[American Psychological Association](#)

“Anyone else feel that the holidays have lost its luster?”

[Reddit](#) | r/Millennials ~ 8mo.ago

“The holiday season has not lost its magic, it has become f\*cking brutal”

[Reddit](#) | r/Millennials ~ 7mo.ago



Category

Culture

Consumer

Company

# Experiences > Materials

More people are prioritizing meaningful moments over material things, choosing experiences and memories instead of buying more “stuff”.

“You are not spending money, you are buying memories”

[Tiktok](#)

“Gen Z and millennials are leading the way in sustainable shopping, in self-gifting and in buying experiences over physical goods”

[\(PwC Holiday Outlook\)](#)

“I get so much out of travel. I already have enough material thing, more things do not make me happier”

[Tiktok Comments](#)



**Category**

**Culture**

**Consumer**

**Company**

# Travel Anxiety

Flying stress and anxiety is trending up, and service is down, but people still choose cheap fares over better service experiences.

“Air travel has become a nightmare in recent years”

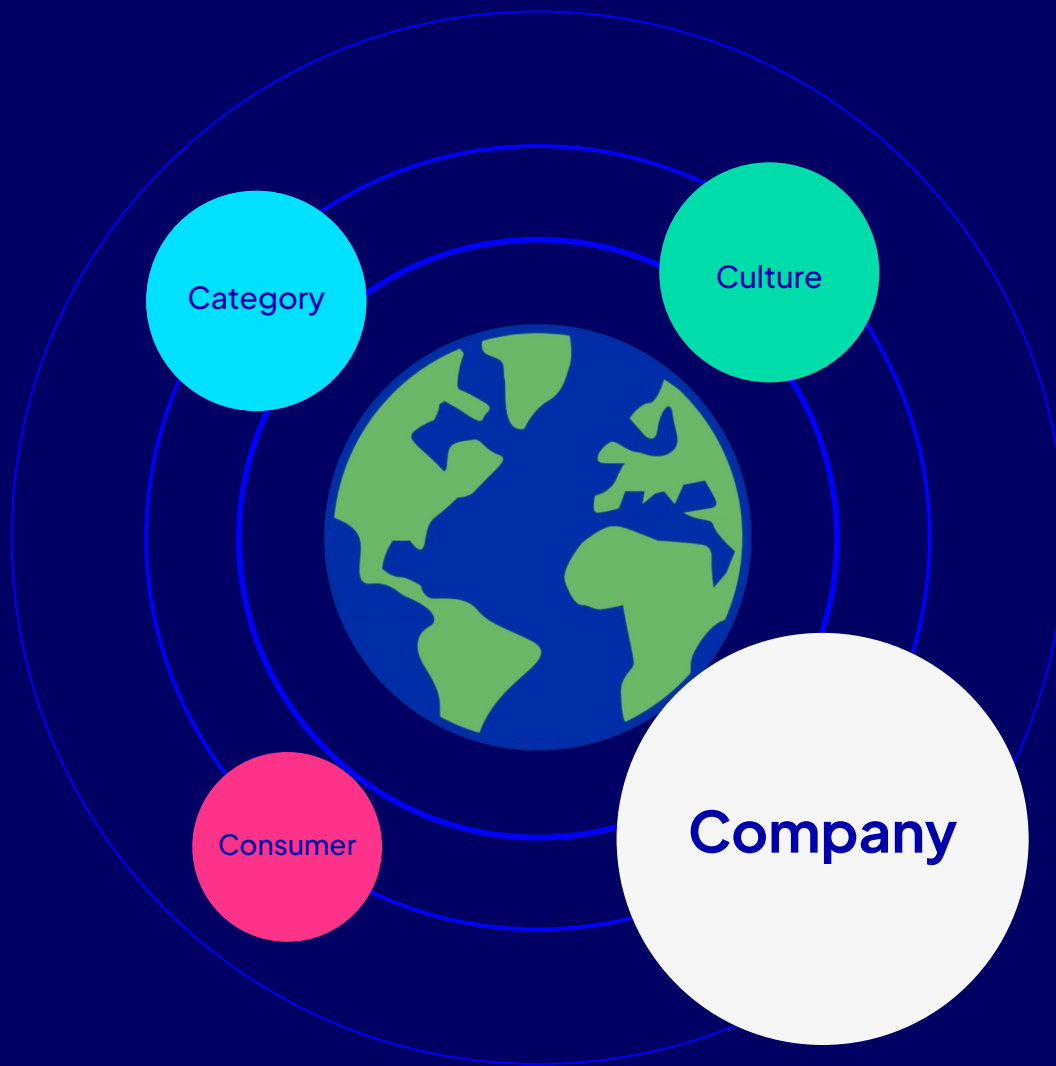
[Reddit](#) | r/Travel ~ 2 yr. ago

“55% of travelers report their anxiety around air travel has increased in recent months”

[Prodege, LLC](#)

“I used to love air travel, now it sucks the life out of me”

[Reddit](#) | r/solotravel ~ 2 yr. ago



Category

Culture

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# JetBlue

Most airlines talk about perks. **JetBlue talks about you.**  
**JetBlue puts the human experience back in flying.**

- ✓ **Value:** Fares that allow you to do the traveling you want to do (whether that's seeing family, a new destination, a relaxing break, etc.)
- ✓ **Comfortable experience:** Fast, free wi-fi, free in-flight entertainment, free snacks/drinks, great service
- ✓ **Choice:** Choose between Core, EvenMore, and Mint

## You Above All (2010)

*A commitment to treating people like people*



## FlyBabies (2017)

*Bringing some humanity into flying (with humor)*



## Go Get Gifted (2018)

*Connecting families in a witty way*



# Human Truth?

## Category

Travel stress and anxiety is up and service is down

## Culture

The holidays feel heavier, less magical, and more stressful

## Consumer

People are prioritizing buying experiences over materials

## Company

JetBlue puts the human experience back into flying

## Human Truth

People don't just want to get somewhere, they want to *feel like a person* while getting there.

### Category

Travel stress and anxiety is up and service is down

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The holidays feel heavier, less magical, and more stressful

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People are prioritizing buying experiences over materials

### Company

JetBlue puts the human experience back into flying

*Creative Springboard*

**JetBlue cuts through the dread by  
reminding customers what it's  
always been about: **You.****

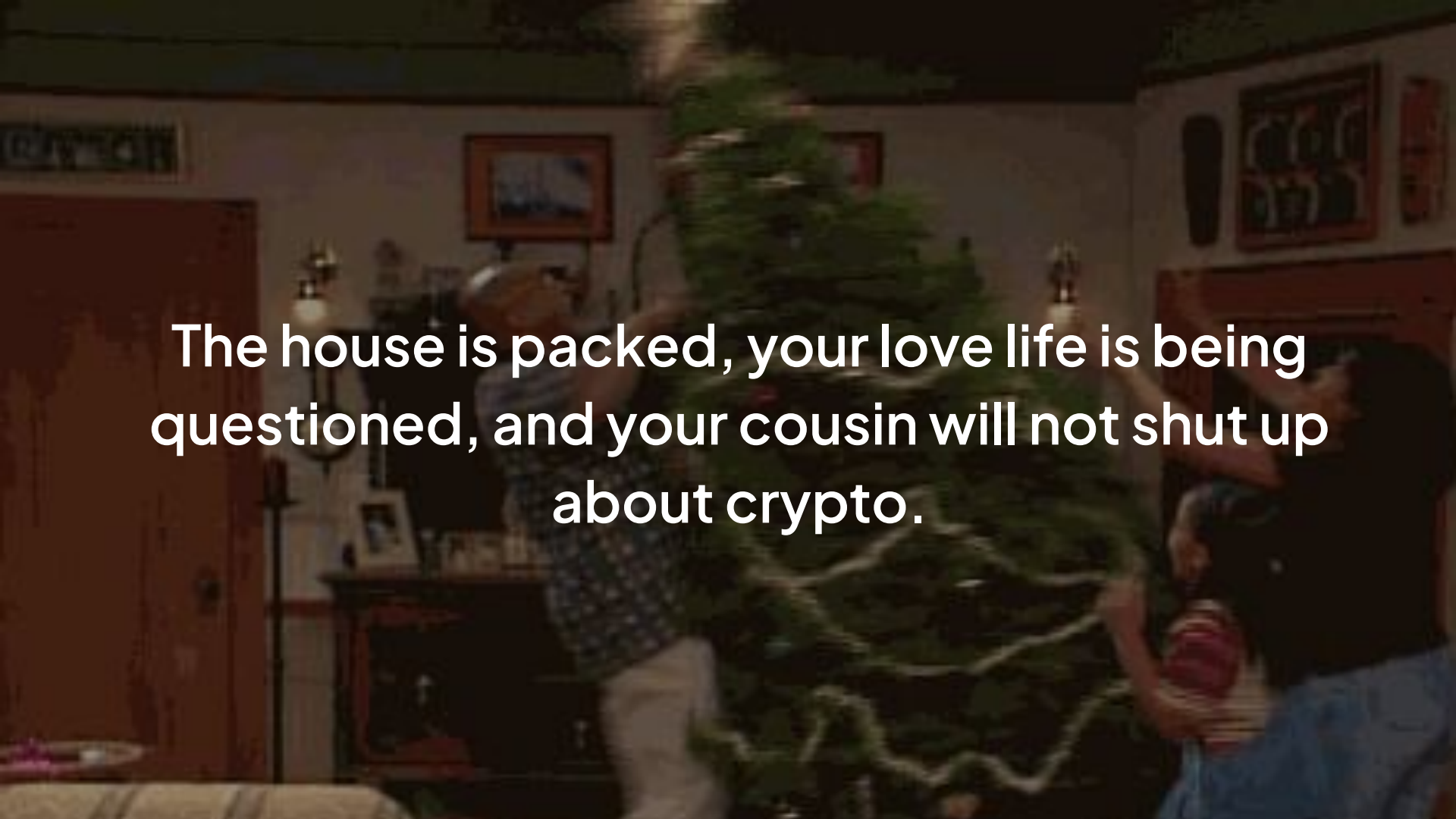
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# Creative Direction

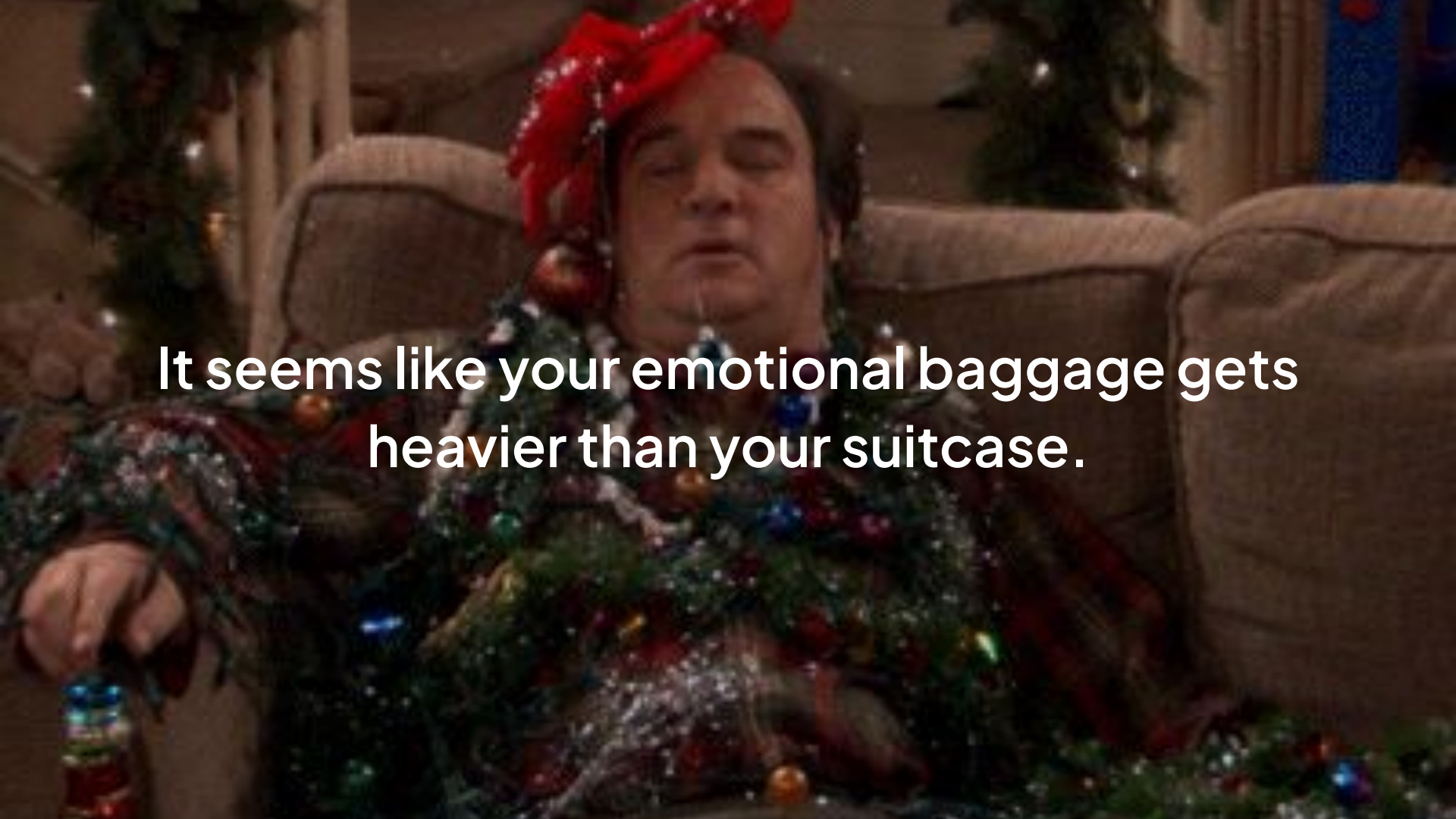


A busy airport terminal with people and airline staff. The scene is filled with travelers, some carrying luggage, and several airline employees in blue uniforms. The background shows airport signage and a large window. The overall atmosphere is one of a busy, somewhat chaotic holiday season.

The holidays are supposed to be joyful.  
*But let's be honest, they're a lot.*

A blurred photograph of a living room during Christmas tree decorating. A woman in a patterned dress is on the left, and a man in a dark shirt is on the right, both reaching towards a large green Christmas tree in the center. The room is dimly lit with warm lights, and there are framed pictures on the walls and a wooden door on the left. The text is overlaid in white, bold font.

The house is packed, your love life is being questioned, and your cousin will not shut up about crypto.

A man is sitting on a light-colored couch, wrapped in a large amount of Christmas decorations. He has a red bow on his head and is holding a string of colorful lights. His eyes are closed, and he has a pained or exhausted expression. The background shows a decorated Christmas tree and a fireplace.

**It seems like your emotional baggage gets heavier than your suitcase.**

A woman in a white suit and sunglasses is running through an airport terminal, carrying a yellow bag. Another woman in a grey shirt and white pants is standing nearby. The background shows airport signage and other people.

JetBlue can't fix your seasonal stress,  
but we *can* make your travel feel easier.

A photograph of an airport gate. In the foreground, a woman in a dark vest and white shirt stands on the left, and a man in a dark vest and white shirt stands next to her. In the background, a man in a maroon sweater is pushing a luggage cart. A television screen in the background displays flight information for Dallas. The scene is set in an airport gate with a blue and white color scheme.

**This holiday, focus on what's important and  
leave the flying stresses to us...**

A construction worker wearing a high-visibility yellow vest, safety glasses, and a hard hat is holding a clipboard. The background is a blurred construction site. The text "We'll take it from here." is overlaid in white on the image.

**We'll take it from here.**

# JETBLUE IS CHECKING YOUR BAGS AND EMOTIONAL BAGGAGE THIS HOLIDAY SEASON.

The Washington Post

ADWEEK

The New York Times

GOOD  
MORNING  
AMERICA

FAST COMPANY

CNN

Forbes

The  
Guardian



INDEPENDENT

NEW YORK



REUTERS

BUSINESS  
INSIDER

THE TIMES

**Teasers**

Holiday stress isn't travel sized.  
*Check it for free.*



jetBlue

We'll take it from here.



Entrance for Terminal 5

Blue City Crosswalk

Overland Ave  
Entrance to Terminal 5

Terminal 5

NYC

Having cabin fever this holiday?  
*We've got legroom for that.*

jetBlue

We'll take it from here.

← DEPARTURES

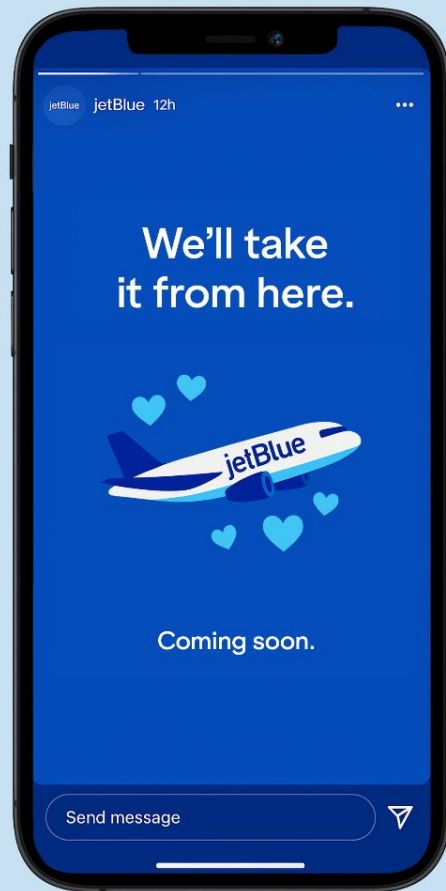
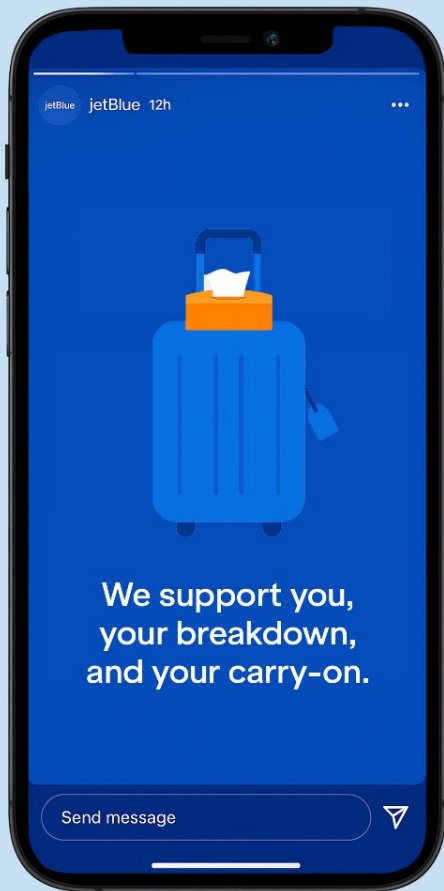
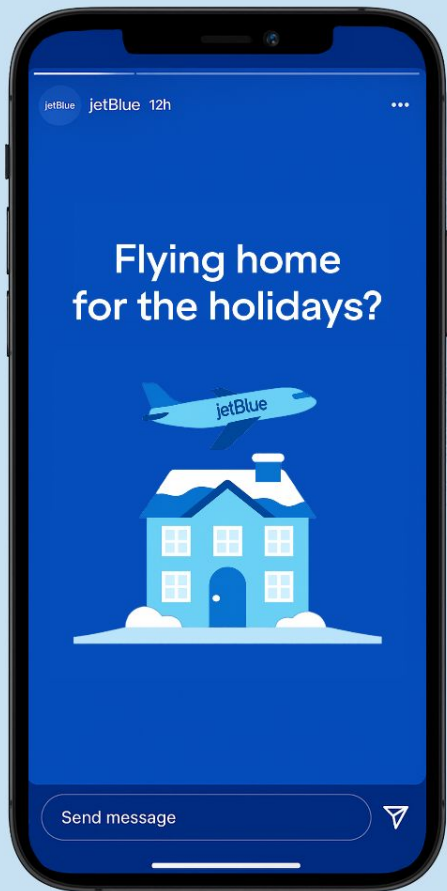
← RIDE-SHARE

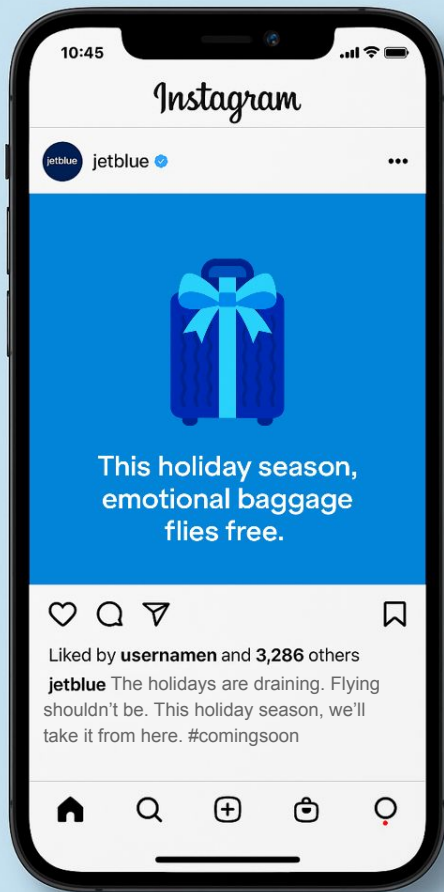
📍 BOS

Holidays can feel heavy.  
*Your flight there should feel light.*

jetBlue

We'll take it from here.





10:45



Instagram



jetblue



This holiday season,  
emotional baggage  
flies free.



Liked by **username** and 3,286 others

**jetblue** The holidays are draining. Flying shouldn't be. This holiday season, we'll take it from here. #comingsoon



Campaign Pillar #1

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# Offload The Emotional Baggage

**Launch**

# Emotional Baggage Check

JetBlue's giant suitcase will land in Times Square, inviting people to "check" their emotional baggage by writing down their holiday stress on tags. After a few days the emotional baggage will go "on tour" ending up in Boston and Fort Lauderdale.

Call to action:  
"Feeling lighter already?  
Share your story."

EMOTIONAL  
BAGGAGE?  
CHECK IT HERE.

ARE YOU  
CARRYING MORE  
THAN JUST YOUR  
SUITCASE THIS  
HOLIDAY SEASON?



When people “check their baggage”, they’ll receive a small JetBlue gift, either a keychain or a sticker.



# Emotional Baggage Check-In

JetBlue will place digital kiosks in the targeted cities. These kiosks will let people submit their emotional baggage and send it directly to the suitcase. Giving others a chance to be part of the experience, no matter where they are.

EMOTIONAL BAGGAGE  
CHECK-IN

jetBlue.

What's weighing you  
down this holiday  
season?

Check it here



Get started →

jetBlue

jetBlue.

NYC, BOS, FLL

# JetBlue Thought Offload Pods

JetBlue will create AI-powered decompression pods in airports and cities where travelers can relax, release holiday stress, and listen to calming guidance before their flight.



# Promotion

# Wrap Your Suitcase

Travelers who show up with their bags gift-wrapped will have their checked bag fee waived. Rewarding people for their holiday spirit.



**Campaign Pillar #2**

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# **Take Pressure off of The Holidays**

# Extensions

# Take A Load Off Lounge

JetBlue will transform part of its terminal into a cozy, pop-up seasonal lounge. As passengers wait for their flight, they'll be welcomed with warm cookies, hot cocoa, and candy canes. Quilts will be available to curl up in and overall holiday cheer will be provided. Experience calm and comfort before you even reach your destination.



# The JetBlue Holiday Kit

Included in the lounge will be a Holiday Kit that's catered to your holiday travel archetype. When passengers book their flight they can fill out what archetype they are and the kit will be waiting for them. The kits will also be sent out to travel influencer for PR stunts.

- The Parent (Drink Voucher, Sleep Mask, Ear Plugs)
- The College Student (Journal, Pen, Coffee Voucher)
- The Overpacker (Organizer, Fanny Pack, Socks)
- The Travel Influencer (Digital Camera, Face Cream, Phone Charger)



**Now that your emotional baggage is out of the way, we can focus on giving you small moments that continue to make your holiday more magical.**

Campaign Pillar #3

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**Make Travel  
The Best Part**

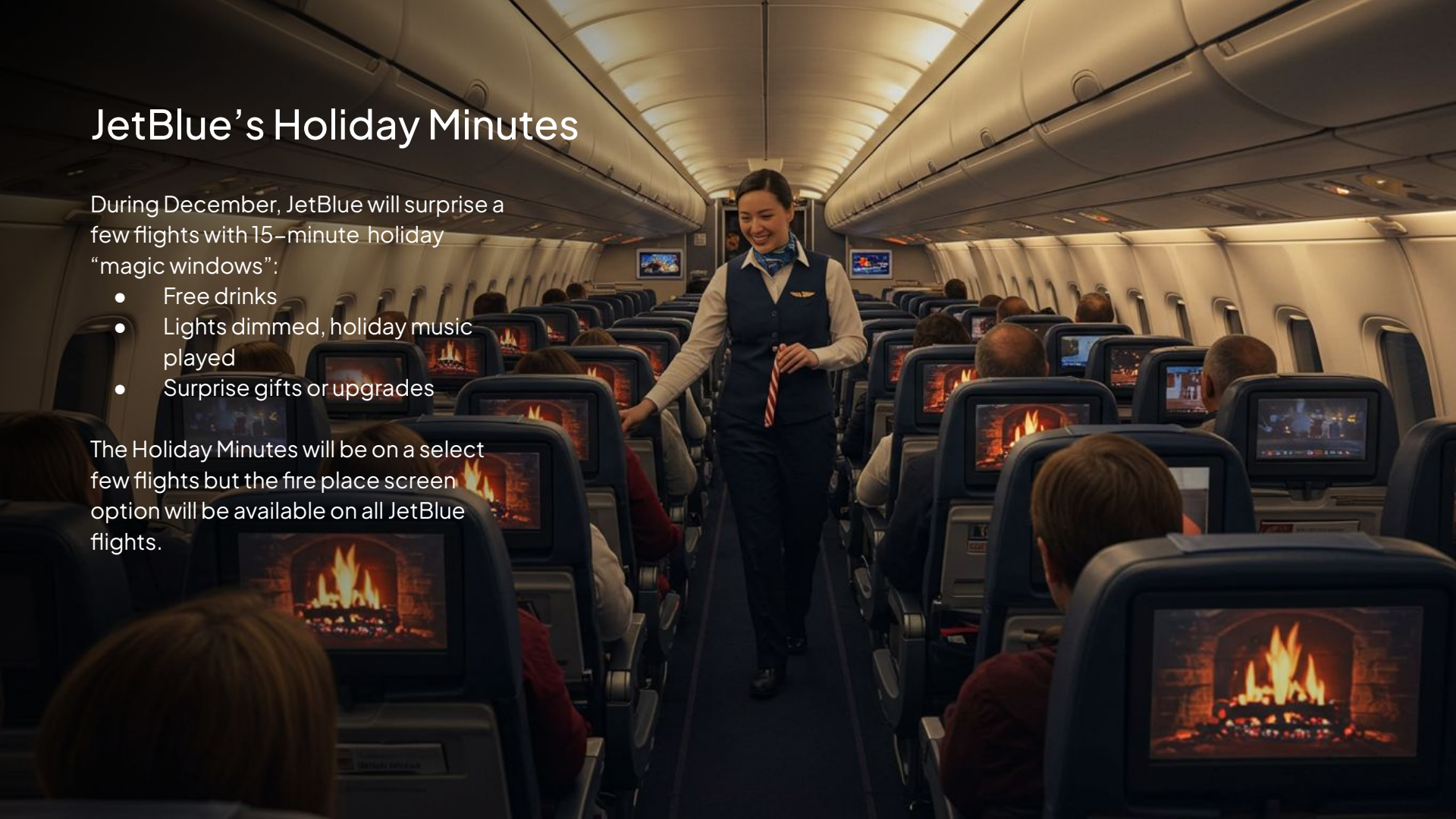
**Moments of  
Surprise &  
Delight**

# JetBlue's Holiday Minutes

During December, JetBlue will surprise a few flights with 15-minute holiday “magic windows”:

- Free drinks
- Lights dimmed, holiday music played
- Surprise gifts or upgrades

The Holiday Minutes will be on a select few flights but the fire place screen option will be available on all JetBlue flights.



## Seasonal Cup Messages

During flights and seasonal lounges, JetBlue will provide holiday themed cups with positive seasonal messages that can help you prepare for the holidays waiting for you when you land.

More Copy:

“Fly Above Your Holiday Stresses”

“Your Problems Can’t Reach You 30,000 Feet in the Air”

“Reach Your Cruising Altitude For The Holidays”



**What about  
post-holiday?**

When the holidays end, people look back and wonder if they even got to relax. It's like they need a vacation from their 'vacation'.

**So let's give them one.**

# JetBlue Holiday From Your Holiday

Everyone who submits their emotional baggage at the start of the campaign will be automatically entered into a lottery to win an all expenses paid post holiday vacation for themselves and their loved ones courtesy of JetBlue Vacations. A few lucky winners will be selected to experience another escape from emotional baggage.



04 ↗

# Where We're Heading



# Campaign Rollout



## PRE-LAUNCH TEASERS

## PHASE ONE EMOTIONAL BAGGAGE

## PHASE TWO TAKING THE PRESSURE OFF

## PHASE THREE MAKE TRAVEL THE BEST PART

Holiday stress isn't to  
Check it for free.

### NOV 1. TEASERS

OOH + Social  
teasers pre-launch  
to drive awareness

NOV 15 - DEC 1  
Activation drop  
includes baggage  
check, check-in kiosks  
and pods



DEC 1 - DEC 31  
Shifting focus from  
relieving customers  
from emotional  
baggage to taking  
the pressure off



JAN 1.  
Lottery winner  
announcement

