

TESTIMONIAL Virgin America



Age Range

Adults 18+

Media Mix

Digital Billboards

Market

New Jersey

Objective

Virgin America launched a digital campaign to promote its new non-stop service from Los Angeles and San Francisco to Newark, that invited flyers to show how they “Fly Like a Boss.”

Rationale

By using Digital OOH, Virgin America was able to not only connect with consumers but find out what really matters to their passengers for a comfortable plane ride. It also served as their own client testimonial to current and future passengers, promoting their brand even further.

Twitter users were ecstatic to see their tweets on a billboard!

Virgin America is known for its business friendly amenities (Wi-Fi, power outlets, touch screen personal entertainment), and to celebrate its new route the airline ran an integrated social media campaign that encouraged travelers to show how they take advantage of its value-added services.

All entrants received 25% off a future Virgin America New Jersey flight and those who used the Twitter hashtag #FlyLikeABoss saw their tweets on OUTFRONT Media digital billboards!

Twitter users were ecstatic to see their tweets on a billboard and of course even more pleased with 25% off their future airfare with Virgin America, where the amenities mentioned in tweets were waiting for them.