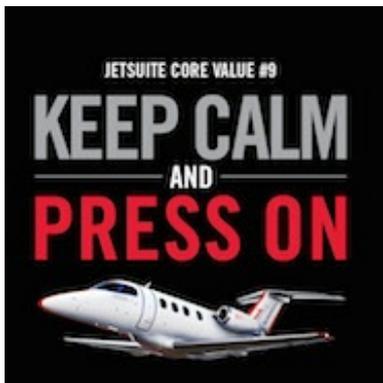


ADVERTISING

JetSuite uses fundamental morals for motivation in ads

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JetSuite core values ad

By NANCY BUCKLEY

Private jet charter JetSuite is using its core values in a new marketing campaign that will offer insight to the morals the brand carries when striving to achieve specific goals.

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The 10 values that drive every decision JetSuite makes will be displayed through ads in print and online publications. The focus on the principal ethics of JetSuite will provide more than the usual behind-the-scenes insight to consumers by providing them with vision of the brand's core beliefs.

"Most of a company's brand is what it stands for and how the people in the company behave," said Alex Wilcox, CEO of JetSuite, Los Angeles. "If everyone - our clients, our employees, our business partners - understands what JetSuite stands for and how it will operate we believe we'll create more customers, growth and jobs."

"JetSuite is different and we want people to know it."

Believe in beliefs

The advertisements list the value in large font and an image of a JetSuite plane underneath. The specific value is then detailed in smaller print at the bottom of the ad.

All of the values are not specific to JetSuite, since they can apply to any brand or any individual.

The first moral is “serve from the heart” which reminds people to smile and spread happiness in service.

“Love what you do” is the next value which reminds consumers of the saying “find a job that you love and you will never work a day in your life.”

JETSUITE CORE VALUE #2

LOVE WHAT YOU DO

AS THE OLD SAYING GOES, “FIND A JOB YOU LOVE AND YOU’LL NEVER WORK A DAY IN YOUR LIFE.” AT JETSUITE, WE SEEK TO MATCH WHAT OUR EMPLOYEES LOVE TO DO WITH THEIR DAY-TO-DAY RESPONSIBILITIES. BY EXECUTING UPON THE THINGS WE ARE BEST AT, WE ARE ABLE TO FULFILL OUR PASSIONS, AND SERVE OUR CLIENTS WITH THE UTMOST JOY, EFFICIENCY, AND TRANSPARENCY.

JETSUITE.COM  JETSUITE 866-779-7770

SEE ALL OUR VALUES AT
JETSUITE.COM/VALUES

JetSuite ad

The third belief is to “improve something today” which looks toward the brand’s desire to never settle and continue looking for new and better options.

Effective conversation is the fourth concept that reminds people to seek to understand before judgment and encourages communication between individuals.

JETSUITE CORE VALUE #4

SEEK FIRST TO UNDERSTAND



COMMUNICATION IS A SIMPLE CONCEPT, BUT EFFECTIVE COMMUNICATION IS DIFFICULT TO ACHIEVE. AT JETSUITE, WE THINK REAL COMMUNICATION BEGINS WHEN WE MAKE THE EFFORT TO FIRST UNDERSTAND THE OTHER'S MESSAGE AND PERSPECTIVE. AND TYPICALLY, SOMEWHERE ALONG THE WAY, WE FIND THAT WE LEARN SOMETHING VITAL.

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SEE ALL OUR VALUES AT JETSUITE.COM/VALUES



JetSuite ad

Core value number five is “deliver on commitments” and to be transparent toward consumers.

Another important concept that all brands and consumers can remember is to “make mistakes valuable.” Everyone has made mistakes and will make them in the future, so it is important to remember to learn from them and improve as a result.

It is also important to have fun and ask for help. As a service industry brand, JetSuite employees are encouraged to enjoy their job and interaction with guests as well as ask for help from their peers to better themselves and the brand.

Finally, JetSuite recommends to “Keep calm and press on.” Especially in the travel industry, sometimes delays and problems are unforeseen, so it is important to remember to stay relaxed.

These advertisements will appear in media sources such as The Wall Street Journal, Travel + Leisure, Forbes, CNNMoney.com, Financial Times, Yahoo! Finance, Robb Report and Crain.

Valuable morals

Values are the core of a brand and using these as an advertising campaign allows brands

to remind consumers about the fundamental morals behind every marketing effort. Other brands have had similar initiatives.

For instance, Louis Vuitton tapped actress Angelina Jolie to benchmark its Core Values campaign, targeting wealthy jetsetters through a dedicated site and print advertisements.

The campaign consisted of a two-page print ad that directed viewers to a Louis Vuitton microsite. With her humanitarian work and reputation for traveling, Ms. Jolie appeared to be a good fit ([see story](#)).

Similarly, NetJets banked on its record of reliable service and large network of jets in a campaign that enshrined its promise to consumers.

The “NetJets: The Promise” campaign was centered on a simple video that outlines the brand’s history and its ongoing commitment to values. By keeping the video straightforward and without frills, the fractional jet service may have appealed to consumers who viewed traveling as a means to an end ([see story](#)).

Giving consumers a straightforward insight into a brand's values can greatly benefit both.

"We hope that by wearing our heart on our sleeve and sharing what we stand for with the world, we will be able to make the JetSuite brand even more personable," Mr. Wilcox said. "If a client or potential customer can connect with one or some of our values, it opens yet another door for us to be able to serve them with the utmost in professionalism, while also connecting on a personal level."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ccpADsfYHpU](https://www.youtube.com/embed/ccpADsfYHpU)

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