

MULTICHANNEL

XOJet brings the laughs with targeted ad campaign

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XOJET billboard ad

By FORREST CARDAMENIS

Private aviator XOJet is showing how it gives "power to the passenger" through its latest marketing campaign.

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XOJet will use programmatic retargeting and search as well as videos and still images to alert consumers to its flexible and convenient services, which differ from fractional jet ownership. The market for private flying is small, so carefully crafted and well-targeted advertisements are essential to keep a brand visible in a compact marketplace.

"XOJet is at the forefront of a significant shift happening in both private aviation and luxury marketing, and this campaign reflects that," said Shari Jones, CMO of XOJet. "It captures the challenger spirit of the XOJet brand in a clever way that will resonate with our clients."

"We've had remarkable business results from our marketing and media strategy this year and look forward to continued growth from this launch," she said.

Flights on demand

With fractional ownership, consumers generally purchase a share of a plane at a fixed rate, which guarantees access to the plane for a pre-determined number of days or flight hours.

XOJet's advertising campaign focuses on its distinct model, which gives consumers a choice of more than 1,000 jets, some operated by partners, and determines prices based on factors such as the day and time of the year.



A fractional jet ownership fixes a consumer to a particular plane, while XOJet's model allows the client to select based on the situation. An extended-family gathering would call for a large jet, whereas a personal business trip would not.

Consumers are outspoken about the desire for high value, customizable and personalized goods and services. Allowing the consumer to choose the jet for each occasion without the risk of a sunk cost for unused hours or reaching a limit will likely appeal to those with less certain schedules.



The XOJet ads are meant to be humorous and memorable

The advertisement campaign balances information with tongue-in-cheek images. An ad that makes a prospect laugh will leave a longer-lasting impression and may help convert the sale.

"Luxury advertising in general is a huge sea of sameness," said Deacon Webster, chief creative officer at Walrus, which created the campaign for XOJet. "We wanted the campaign to be different, just as XOJet is. They empower people by putting them in charge of their travel experience, so we created ads that feel approachable and put the viewer in the passenger's shoes."

Programmatic site retargeting involves displaying certain ads based on a user's activity on a site, meaning that the only people who will see XOJet's ads are those who have a chance of converting. The ads will run on WSJ.com, Robb Report, FlightAware, Bloomberg and FT.com to maximize visibility among potential clients.

There will also be billboards in Los Angeles and Teterboro, NJ. The text on the billboard will suggest XOJet's flexible, on-demand model with slogans including "power to the passenger" and "ready whenever you are."

Loved Ones

Each of the four videos are brief, running 15 seconds apiece. Three of the four are shots of the planes' exteriors with a voiceover giving a quick sales pitch, but the fourth, entitled "Loved Ones," takes place inside a plane.

The camera slowly moves from the back of the plane toward the front, where a blonde woman is sitting. Just as the narrator says that XOJet is perfect "for you and your loved ones," the camera reveals that what looked like a woman is in fact a dog with lustrous hair. The narrator adds, "no matter who they are," and the video ends, leaving a memorable and humorous impression.



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Although prospective patrons are small in number for private aviators, competitors are not. Advertising on highly trafficked Web sites and creating humorous and memorable videos may help generate sales.

Small market, big moves

XOJet's previous marketing campaigns have been very successful.

The private jet charter firm saw an uptick in public awareness for its services following a multichannel marketing push that centered on a commercial and new mobile site.

Following the launch of its "Take Command" effort, the company saw a 40 percent bump in online traffic in the second quarter of 2015, and its Facebook fan population has doubled in the past year, rising to make it the number one liked private aviation provider on the social network. As the private aviation field becomes more competitive with new players, establishing a strong positioning and devoted audience may help XOJet retain and grow its business ([see story](#)).

Other private jet companies are taking a different approach to providing convenience.

In August, private jet company Skyjet worked to revolutionize private air travel with a new mobile application that is fully integrated with Apple Pay.

The app allows users to request and purchase flights at the tap of a finger, eliminating timely procedures that may dissuade affluent consumers from chartering jets. The introduction of this new technology will make it easier to book flights, likely encouraging more travel ([see story](#)).

"As the industry shifts from fractional to on-demand models, XOJet has had steady, consistent growth and stability in a historically challenging sector," said Bradley Stewart, CEO of XOJet. "As we focus on continuing that momentum, our marketing efforts will reinforce the value of our flexible, high-touch service. We're confident this campaign will help strengthen XOJet's foothold in the industry."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York