

TRAVEL AND HOSPITALITY

JetSmarter looks to celebrities to make private air accessible

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XOJet also recently partnered with JetSmarter

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Private aviation marketplace JetSmarter is tapping a bevy of celebrities to show off its service, hoping to make private flying enticing to more mainstream consumers.

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JetSmarter is partnering with branded entertainment industry Talent Resources for campaigns that tap a wide range of celebrities to appeal to many different consumers. Celebrities such as Jaime Foxx, Alessandra Ambrosio, Emily Ratajkowski and Gerard Butler will be a part of a variety of advertisements and social influencer campaigns to entice their fans.

"Talent Resources is a great brand partner who helps JetSmarter on many levels," said Sergey Petrossov, CEO of [JetSmarter](#).

"JetSmarter's mission is to create the most luxurious and efficient service possible for our travelers. We are a people-first company," he said. "What better way to showcase that than to work with ambassadors for our brand?"

"With Talent Resources' help, we look forward to continuing our growth together."

Flying with marketing

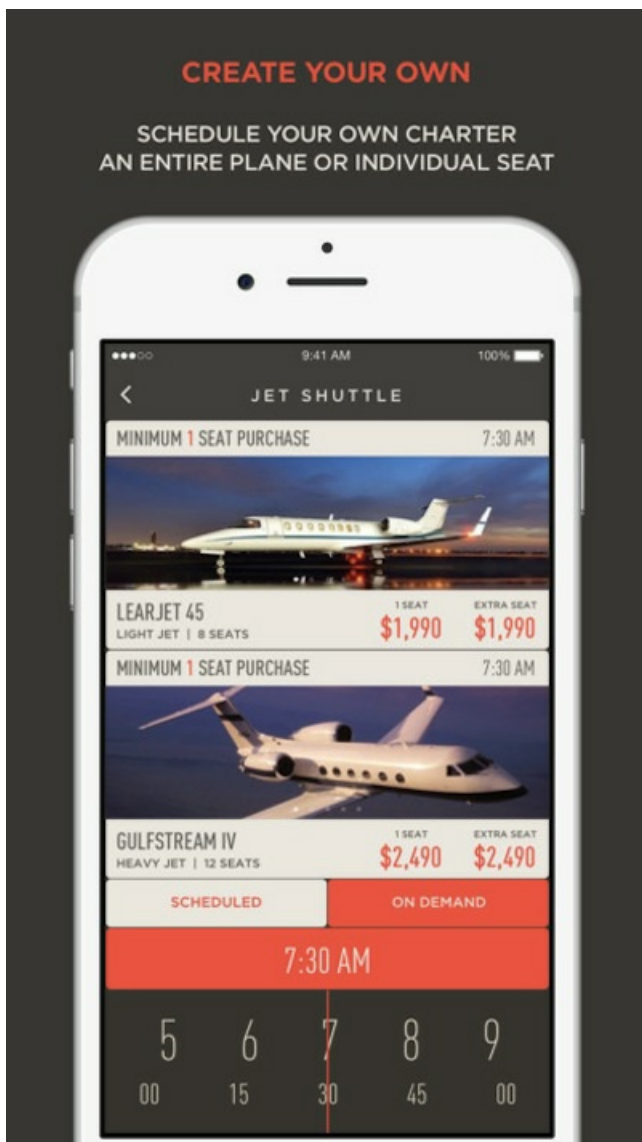
Social influencer campaigns are becoming increasingly impactful, and can instantly drive sales for a specific product, especially if direct call-to-actions are involved. JetSmarter is hoping to tap this innovation by teaming up with Talent Resources to partner with brand ambassadors with the largest audiences.



JetSmarter's app

While the retail sector has perhaps benefited the most from advertising partnerships with social influencers such as fashion and lifestyle bloggers mobile-first sales opportunities still abound for marketers in a slew of other industries, including travel, home decor and food and beverage.

A growing number of brands are realizing the vast sales-driving potential of teaming up with social influencers who are generally popular with millennial and younger consumers for sponsored content and accessible purchasing links for featured items.



More of JetSmarter's app

By identifying the right partner and target audience, marketers in sectors such as food and beverage and home decor are ramping up their mobile sales and placing their companies at the forefront of shoppers' minds, a feat made even easier by the proliferation of social media-enabled shopping platforms and buy buttons ([see more](#)).

Range of fans

Talent Resources' ambassadors range in fan demographic, in the hopes that JetSmarter will appeal to different groups of people and make private flying more accessible.

For instance, the private aviation company recently sped up transatlantic travel with the launch of a JetShuttle making trips between New York and London.

Claiming to be the first of its kind operating on this route, the JetShuttle allows passengers to book a single seat on a private plane for a direct flight that is said to arrive faster than the Concorde. Private jet companies are finding a happy medium between private jet charter prices and commercial flights, offering affluent travelers more luxurious ways to travel that are more accessible ([see more](#)).

JetSmarter is hoping its campaign will show off how it believes it is revolutionizing the private airline business, and putting the customer first. A series of posts from Talent Resource celebrities will appear throughout ambassadors' own social channels for a more personal feel and direct response.

"JetSmarter is changing the way people travel," said Michael Heller, founder and CEO of [Talent Resources](#). "They saw an existing service and figured out a way to transform it, making it more attuned to today's consumer.

"This is exactly the type of company with which we like to align ourselves at Talent Resources," he said. "We are always looking for the next best platform or the most effective way for our influencer partners to reach their audiences, and we see that same drive reflected in the way that JetSmarter is approaching its business."

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