

TRAVEL AND HOSPITALITY

## Sentient Jet brand ambassador opens up customer experiences

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*Sentient got on board with a mobile app release*

By BRIELLE JAEKEL

Private aviation firm Sentient Jet is cooking up an innovative campaign to go along with its newest and first brand ambassador announcement, celebrity chef Bobby Flay, including events and preferred restaurant reservations.

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The inaugural spokesperson will kick off the campaign by cohosting a series of events created for Sentient Jet cardholders only and allow them preferred reservations at Mr. Flay's restaurants. However, Mr. Flay will not be the only face of the private jet company, as it will be unveiling various celebrities in the entertainment and lifestyle space as brand ambassadors.

"Bobby Flay's brand ambassadorship marks the first of a series of exciting ambassadors we plan to announce over the coming months, paving the way for a unique new brand ambassador program that will bring together leaders across lifestyle and entertainment industries to offer exceptional benefits to our clientele," said Andrew Collins, president and CEO of [Sentient Jet](#).

Flying through promotions

[Sentient Jet](#) cardholders will see more rewards than simply seeing a famous face as a representation of the brand, but will receive actual benefits. For instance, cardholders will be able to get instant access to reservations at dining locations owned and operated by the Bobby Flay brand such as Bar Americain, Bobby Flay Steak, Bobby's Burger Palace, Gato and Mesa Grill.

The Sentient Jet Benefits Guide will also offer a wide range of benefits related to these restaurants on top of its existing wide range of rewards.

Mr. Flay will be present at a multitude of VIP events designed specially for Sentient customers. The aviation company is hoping to extend its brand presence beyond just flying, but to a wide range of hospitality innovations.

The renowned chef will be creating culinary recipes that will be featured at the Breeders' Cup World Championships and Kentucky Derby. Sentient is a long time sponsor of these events, while Mr. Flay has a long history with horse racing, making their partnership extremely compatible.

For instance, Sentient recently continued its relationship with racehorse Nyquist, a partnership that began at the Kentucky Derby earlier this year.



*Sentient Jet's sponsored horse, Nyquist*

The private jet brand supported Nyquist's successful quest for the Derby, and despite his less successful run at the Preakness Stakes, the company has announced it will sponsor the horse for the length of his career. Sentient's show of loyalty depicts a company that honors relationships, a fitting message for a service provider ([see more](#)).

#### Sentient innovations

Sentient Jet is known for many innovations in the marketing sphere of its business, as well as its consumer-facing operations.

For instance, the private aviation firm released a mobile booking application in which users get instant access to real-time flight information in late September.



*Sentient Jet app*

Sentient's mobile app supports its recent growth, as it just completed its record-breaking summer in which it saw its best performing sales since 2007, and has undergone a brand redesign. The new app allows Sentient cardholders to book private planes in real time with accurate quotes, ratings features, flight information and reports, customer service live chat and geo-location push notifications ([see more](#)).

The new partnership with Mr. Flay will bring many new benefits to cardholders.

"In addition to providing seamless service-oriented private jet travel, we are continuously looking to surprise and delight our Sentient Jet cardholders with VIP access to unique experiences on and off the runway," Mr. Collins said.

"The partnership with Bobby Flay will expand our unparalleled benefits program further into the culinary realm, offering not only preferred reservations at Flay's restaurants but also access to exclusive culinary events for cardholders," he said.

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