

TRAVEL AND HOSPITALITY

## JetSmarter looks to turn Hublot owners into influencers

November 10, 2017



*JetSmarter is allowing Hublot owners to fly for free. Image courtesy of JetSmarter*

By STAFF REPORTS

Private aviation marketplace JetSmarter is giving owners of Hublot timepieces a free ride in exchange for social promotion.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

In a special offer, those who post a photo of themselves wearing a Hublot watch to Facebook or Instagram, tagging it with @JetSmarter and #JetSmarter, can get a free shuttle ride on select one-way routes that are under three hours. While not in relationship with Hublot, the offer leans on the luxury cachet of the watch brand, whose fans include athletes and artists.

### Photo for flight

JetSmarter's offer is valid for non-members who have not previously used one of its promotions. Consumers will be able to take advantage of the deal on a first-come, first-serve basis.

Any flights need to be claimed by end of day Nov. 10, and the flight has to be taken by Nov. 12.

For JetSmarter, this offer allows it to give affluent consumers a firsthand experience of its air travel. Those who can afford a Hublot watch are apt to also be in the target audience for the private jet service.



*Interior of a JetSmarter plane. Image courtesy of JetSmarter*

Previously, JetSmarter tapped a bevy of celebrities to show off its service, hoping to make private flying enticing to more mainstream consumers.

JetSmarter partnered 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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.