

TRAVEL AND HOSPITALITY

## Flexjet features multiple POV in multichannel effort

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Image credit: Flexjet

By SARAH RAMIREZ

Private aviation firm Flexjet is sharing a new multichannel campaign that highlights its services from two different perspectives.

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Flexjet's campaign includes video spots featuring passengers and pilots alike, while additional social media posts include profiles of the company's real-life pilots. The "Poetic Point of View" campaign adds a human element to a travel sector that most often focuses on the exclusivity that is inherent in the experience of private air travel.

Pilot and passenger perspectives

Composite characters based on different Flexjet pilots and passengers, embodied in "Captain Reynolds" and "Mr. Parker," star in the two commercials. To make these stories even more personable, these profiles are established by others on the flight.

For instance, one man asks his fellow passenger what he knows about their captain, and the second man then talks about his background and qualifications.

*Flexjet introduces consumers to Captain Reynolds, a character based on the firm's pilots*

According to the seasoned passenger, the captain was a pilot for the U.S. Air Force, flew with the Queen of Spain and speaks several languages. His final comment is that Captain Reynolds makes the best boulevardier, fully fleshing out his character beyond just a resume.

As Captain Reynolds is introduced, the film features quick snippets of his adventures from before he became part of Flexjet.

The companion spot is structured similarly, with the first mate asking Captain Reynolds about their passenger, Robert Parker.

Captain Reynolds explains that Mr. Parker is a "regular guy" who worked at a hedge fund before leaving the company to travel the world, start a family and open his own foundation.

[View this post on Instagram](#)

We tapped the expertise of Flexjet pilots (right) in shooting our new #TVCommercial to ensure authenticity. Pair that with the work of the prestigious video production company @CharlieUniformTango and we had a winning formula.

A post shared by Flexjet (@flexjetllc) on Sep 28, 2018 at 7:34am PDT

### *Instagram post from Flexjet*

These aspirational characters are based on real-life Flexjet customers and pilots. The taglines for the commercials are "Flight experiences every bit as extraordinary as our owners" and "The only thing more impressive than our aircraft are the pilots who fly them."

The firm hopes to represent the personal connections that its Red Label by Flexjet program makes possible. Red Label flight crews are designated to a particular aircraft, allowing passengers to continue to build relationships with them.

Red Label was introduced in 2015, coinciding with the brand's 20th anniversary, with the intention that single-aircraft flight crews would increase confidence for pilots, crews and consumers ([see story](#)).

Flexjet will be sharing more about its pilots, who have a wide range of experience in the military and private sector, with the hashtag #ImpressivePilots on social media.

### Engaging passengers

Flexjet continues to seek ways to engage flyers for marketing efforts while also improving customers' experiences.

In a recent effort, Flexjet looked for creativity from Instagram users, working with its chairman and a resort partner to crowdsource ideas. The firm hosted a contest prompting followers to submit their plan for a one-of-a-kind itinerary for a chance to visit the Marquis Los Cabos resort in Mexico.

Flexjet's contest was a rare take on a traditional user-generated content campaign, because consumers' ideas were used for real itinerary ideas and a marketing campaign inspired by them. Many UGC campaigns will simply repost images or content from participants, but this campaign turned followers into real creators ([see story](#)).

The fractional jet firm also extended its experience to the road through a partnership with a premium car rental service.

Flexjet's new collaboration with Go Rentals will facilitate transportation to events such as The Masters and Concours d'Elegance. The partners will also focus on building co-hosted experiences for clients, building on their shared dedication to customer service ([see story](#)).

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