

TRAVEL AND HOSPITALITY

JetSuiteX touts time saved with alternative aviation in rebranding effort

August 12, 2019



JSX's rebrand jumps on the opportunity for alternative air travel. Image courtesy of JSX

By SARAH JONES

Private jet charter firm JetSuite's sister company JetSuiteX is taking on commercial air travel with a rebranding campaign aimed at time-poor consumers who could use some extra hours.

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

Now called JSX, an abbreviation of "Joyful, Simple Xperiences," the service is looking to get more consumers to try its flights by promoting the time saved by being able to board a flight almost immediately. This branding campaign is the latest of JetSuite's efforts to expand the audience for charter jet travel, as the industry increasingly widens thanks to technology.

"[Founder] Alex Wilcox's vision for JSX came after observing a surge in demand for short-haul private charter flights amid a 30-percent decrease in capacity on flights under 500 miles by major carriers," said Angela Vargo, vice president of marketing for **JSX**, Dallas, TX. "The consensus was that people were willing to invest top dollar in time savings and convenience and were fed up with the hassle of flying commercial."

"The campaign underscores the ease and simplicity of flying JSX and positions the company to capture savvy travelers who are seeking an easier traveler experience," she said.

Alternative air travel

JSX originally launched in 2016 as a sister company to charter firm JetSuite, bringing jet travel to a more aspirational audience ([see story](#)). The service operates about 330 short-haul flights per week out of six airports in the Western U.S., including Seattle, Las Vegas and the Los Angeles area.

While affordably priced, with flights beginning at \$89 per seat one way, JSX offers consumers first-class services such as valet parking and free cocktails. The on-flight experience aboard its Embraer jets is also designed to be upscale, with the 30 seats featuring legroom that is akin to the space in first class cabins on commercial airlines.

"JSX underwent this rebrand to underscore its legacy of simplicity and innovation," Ms. Vargo said.

"JSX offers a new way to travel that is effortless and enjoyable for more people," she said. "By redefining its transportation category as 'hop-on jet service,' JSX aims to more clearly articulate the niche it has carved out in the

industry and set itself apart from its private charter sister company, JetSuite, Inc."

JetSuiteX worked with creative director Paul Wylde to give itself a new name and brand identity, including an updated logo. The X in the new JSX insignia was designed to connote movement.

[View this post on Instagram](#)

Joyful is having time to do what you love. Simple is escaping lines & hassle. Experience is wishing your flight was longer than it is. Welcome to hop-on jet service. JetSuiteX is now JSX. Hop on & #flyjsx via link in bio.

A post shared by JSX (@flyjsx) on Aug 8, 2019 at 8:48am PDT

Instagram post from JSX

"JetSuite, which is full aircraft charter, and JetSuite X, which is scheduled flights where customers buy seats like a regular airline, are really two very different products, so it's a bit like Toyota has Toyota and Lexus or Nissan and Infiniti," said Doug Gollan, editor-in-chief of [Private Jet Card Comparisons](#). "The new branding provides a platform to really show how each brand is distinct and appeals to different sectors of travelers."

The aviation company tapped agency Eleven Inc. to create a new brand campaign, which centers on a perk of flying via charter. Whereas commercial flights typically require travelers to get to the airport hours ahead of their flight, JSX only requires fliers to arrive 20 minutes before departure.

Positioning itself as a "hop-on" service, JSX's campaign invites consumers to regain their two hours so they can "Rediscover the Lost Joy of Time."

A video shows consumers savoring extended moments. One scene finds a mother reading to her two children in

bed, while another clip shows a man relaxing in a bath with cucumber slices on his eyes.

As a businessman golfs in his office and a couple knits a two-person sweater, a voiceover asks, "When did flying become such a pain?"

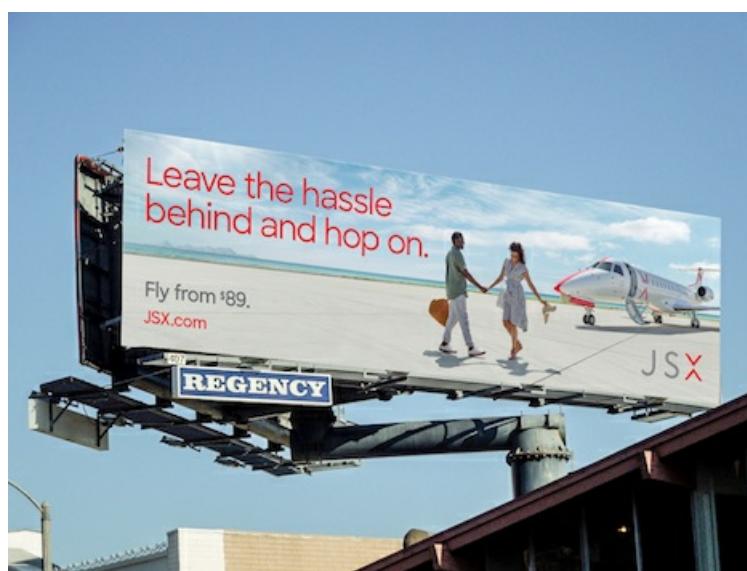
Communicating the idea that they can transition from life to flight instantaneously, a plane staircase is lowered into each of the scenes.

JSX's rebranding campaign

"The new ad campaign illustrates the joyful experience of walking up, and hopping on, to an aircraft something many modern-day travelers have never experienced something they're able to do on JSX," Ms. Vargo said. "The video takes a cinematic approach to the time-saving aspect of JSX through humorous vignettes of everyday people enjoying their extra time leading up to their flight."

The campaign is rolling out across out of home and digital, including placements on Facebook, Instagram, YouTube and OTA Kayak.

Taking a longer look at what two more hours means, JSX will debut a two-hour-long film on YouTube. Titled "The Longest Goodbye," the feature-length movie will focus on a couple who humorously spends their extra two hours saying goodbye.



JSX's campaign includes out-of-home placements. Image courtesy of JSX

Shuttle service

While not a traditional private jet experience, JSX's flights have democratized what was once reserved only for the most privileged by tapping into the concept of ridesharing.

With technology continuing to disrupt the travel industry, business aviation professionals expect private jet travel to become more accessible and appealing to younger affluents.

Research by aviation event Revolution.Aero predicts using technology to streamline the booking process is poised to have a significant impact on customer growth. As booking private jet travel becomes easier it will likely coincide with a dramatic drop in the age of a typical private jet customer within the next five years ([see story](#)).

Other shuttle services have launched, catering to an audience with deeper pockets who still may not want to book an entire plane.

EncoreJets launched what it claimed was the first non-stop private plane shuttle service between Mykonos in Greece and Ibiza in Spain. The company expects this will help boost tourism to these destinations, between which commercial direct flights are not available ([see story](#)).

"JetSuiteX, now JSX, is one of the very few if not only ones that have tried to really reach the same income demographic as commercial airline travelers and seemingly succeeded or created a proposition that looks to be sustainable," Mr. Gollan said. "They sell tickets for under \$100 and you can cut your travel time in half by using private terminals instead of crowded commercial terminals."

"The aircraft are reconfigured regional jets, so you have first class space, free WiFi and drinks, but it is not a real private jet, however, it seems to be a model that works," he said.

© 2020 Napean LLC. All rights reserved.

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