

INTERNET

NetJets sustains brand promise in global campaign

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By JOE MCCARTHY

NetJets is banking on its record of reliable service and large network of jets in a new campaign that enshrines its promise to consumers.



The "NetJets: The Promise" campaign is centered on a simple video that outlines the brand's history and its ongoing commitment to values. By keeping the video straightforward and without frills, the fractional jet service may appeal to consumers who view traveling as a means to an end.

"The video is an interesting way to market their services," said Damon M. Banks, director of [DMB Public Relations](#), New York.

"In many ways, their demographic is the intelligent affluent consumer, so a company like NetJets is smart to approach their marketing with this in mind," he said. "The message here is focused on reliability and flexibility, with emphasis placed on their impressive history and strength in the market.

"It's not flashy, but this brand does not need to be flashy, as their demographic is focused on a company who is dependable, which is exactly what NetJets is promising here."

Mr. Banks is not affiliated with NetJets, but agreed to comment as an industry expert.

NetJets was unable respond by press deadline.

The promise

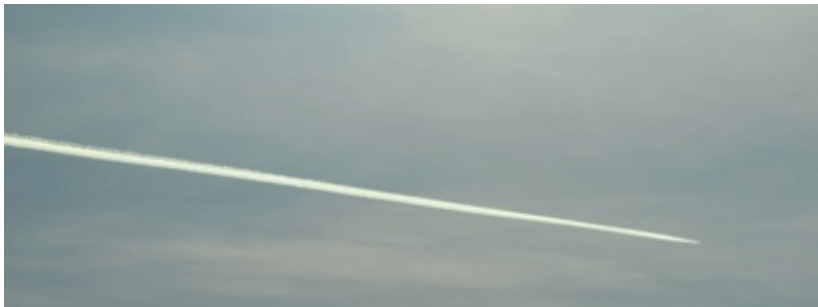
The NetJets: The Promise video takes place on a runway and features a man explaining the brand's central views.

Right away, the brand tries to set itself apart from competitors by stating its unique view of runways. The man says that instead of a runway he sees a "bridge to the next deal," "a catapult to a new adventure" and "the road that takes me home."



Video still

Next, the man describes the brand's history in broad strokes, laying the foundation for the brand proposition. In 1964, NetJets housed 10 planes, while today the private jet carrier houses a network of over 700.



Video still

The promise fueling the campaign is that, regardless of the pick-up location, destination or date, NetJets will accommodate its travelers "without compromise."



Video still

The video ends as the man walks toward a NetJets plane and emphasizes the brand's dedication to service.

Embedded Video: [//www.youtube.com/embed/nE-9JipiXkk](https://www.youtube.com/embed/nE-9JipiXkk)

Clear skies

Private jet travel is booming on many fronts and several brands are expanding to meet rising demand.

For instance, fractional jet ownership company Flexjet is celebrating the 50th anniversary of U.S. jet manufacturer Learjet with a nationwide tour that lets guests explore the brand's Learjet 85.

The "Legends Redefined" event will travel to six U.S. cities Sept. 17 through Oct. 15 with a host of partners such as British automaker Aston Martin to introduce guests to Flexjet's newly acquired Learjet 85. Heralding the brand's gradual arrival of 30 Learjet 85 models beginning 2014 with an embellished tour will likely create a protracted buzz that draws new consumers ([see story](#)).

Luxury private jet travel has soared in recent months due to an intersection of strong markets, shrewd partnerships and expansions by several brands.

For both business and leisure purposes, brands have responded to private jet demand with an increasing array of bespoke options. Offers geared toward introducing consumers who may be foreign to private jet travel have also become common as a way to break down barriers ([see story](#)).

By getting straight to the point, the campaign may cut through the noise of other campaigns.

"While keeping the core values of the NetJets 'Promise' from 1986, the promise has evolved over the years, with two large landmark changes that stand out," said David Spektor, SEO analyst of [360i](#), New York.

"First in 1996, NetJets found its sister company NetJets Europe to offer more international coverage and reliability to its clients," he said. "In 2010, NetJets purchased and merged with Marquis Jet to offer better time commitment flexibility for private jet travelers.

"The campaign is to inform the national and international traveler that demands safety, luxury and a flexible schedule that works for them," he said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/n1dqqfwEVxk](http://www.youtube.com/embed/n1dqqfwEVxk)