

EVENTS / CAUSES

NetJets flies in force to Art Basel Miami

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By JOE MCCARTHY

Berkshire Hathaway's NetJets is sending around 200 flights in and out of the Art Basel Miami Beach show Dec. 5-8 for its customers who will stay in the brand's expanded private lounge.

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The fractional jet service provider will arrange for more than 800 of its customers to have VIP access to the entire Art Basel show, including a private preview. As NetJets works to ensure a pleasant trip for its customers, the service will be showing off the might of its fleet, which may attract notice from the abundance of affluent consumers who will be in attendance at the art show.

"The Art Basel in Miami Beach show attracts many of our discerning NetJets customers," said Elizabeth Wise, manager of media relations at [NetJets](#), Columbus, OH.

NetJets has held a partnership with Art Basel in Miami Beach since 2002.

Taken care of

NetJets owners or Marquis Jet Card Owners can receive complimentary tickets to Art Basel, and meet top figures in the art world through exclusive events.

Customers can also access the Art Collectors Lounge and an expanded NetJets Private Lounge.



NetJets Private Lounge

Art Basel's Miami Beach show will feature more than 250 of the world's leading galleries from North America, Europe, Latin America, Asia and Africa. Fifty-thousand visitors are expected to flock to see works from 4,000 20th- and 21st-century artists.

The company also supports Art Basel in Switzerland and has sponsored the Aspen Art Museum's artCRUSH. NetJets has many other partnerships with brands such as Leading Hotels of the World, Mandarin Oriental and Wynn Las Vegas.



Bombardier Global 6000

Other luxury brands aim to pique the interest of prospective consumers during Art Basel.

For instance, precision cut-crystal maker Swarovski is using Tumblr to generate awareness of its eleventh annual Crystal Palace think tank where a chosen creative visionary works to reevaluate the use of crystal.

Swarovski's Tumblr has been building anticipation among design and brand enthusiasts through sneak peeks and teaser materials of this year's participating architect and designer Guilherme Torres. Mr. Torres' architectural installation, "Mangue Groove," will be housed at Design Miami in Miami Beach, Florida, Dec. 5-8, where Swarovski has been a main sponsor since 2008 ([see story](#)).

Delivering promises

NetJets has recently been 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 ([see story](#)).

Other fractional jet ownership companies are surging through 2014 with grand campaign promises.

For example, Flexjet celebrated the 50th anniversary of U.S. jet manufacturer Learjet with a nationwide tour that let guests explore the brand’s Learjet 85.

The “Legends Redefined” event traveled 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 likely created a protracted buzz that draws new consumers ([see story](#)).

To harness the demand for private jet travel, brands should establish more partnerships that maximize exposure.

"Art Basel is one of NetJets' most popular events," Ms. Wise said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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