

MULTICHANNEL

## XOJet clarifies brand voice via five rules of command

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By JOE MCCARTHY

Private aviation company XOJet is reframing its brand image with a client-first campaign led by a Web site redesign and five brand rules of command.



The "Take Command" campaign represents the largest media investment XOJet has made to-date and seeks to propel the brand onto the radars of affluent consumers. As the private aviation business approaches levels of business tantamount to before the 2008 economic crisis, brands with a coherent message can swoop into the underserved market to grow their client-base.

"XOJet has always been about putting clients in control of their flying experience," said Shari Jones, the senior vice president and chief marketing officer of **XOJet**, San Francisco. "Our company was founded on the idea that you shouldn't have to invest a ton of capital or take on the risk of ownership to enjoy an 'ownership-like experience.'"

"Take Command sums up in two words what our brand has always stood for," she said. "Letting our clients choose how they want to fly rather than forcing them into products or programs they don't want."

"Even more importantly, our new brand campaign is a re-commitment to the promise we

make to our flyers - to offer transparent advice and back that up with a seamless, world-class service experience."

### Spruced-up philosophy

Unlike many of its competitors, XOJet owns its planes and hires pilots, which allows for greater flexibility and control and gives consumers a better sense of what to expect.

The aviation company is emphasizing this autonomy in the Take Command campaign. Similar to its own ability to shape the contours of each flight, XOJet wants consumers to know that they too can shape their flight experience.

XOJet's Web site redesign forms the foundation of Take Command. The brand adhered to the popular trend of a scroll-friendly, clean and ample-white-space design.



### *XOJet home page*

Consumers can learn about the brand's background, flight options, partnerships and more. They can also take steps to request a quote and set up a flight program. Popular product offerings include Preferred Access, Elite Access and XOJet Enterprise.



### *XOJet Web site*

To spread awareness of the brand's recalibrated message, print ads will be placed in publications such as The Wall Street Journal, The New York Times, Robb Report and The Hollywood Reporter.

Through these ads consumers will learn the five brand commands.



### *Commands one, two and three*

The first rule of command is "Passengers before planes," which defines the hierarchy of the brand. Next, "Make private personal" conveys the idea that each client will be able to shape the in-flight atmosphere.

"Have a smart flight" will appeal to business flyers who want to keep working while in the air. "Elevate Value" makes the case that consumers pay for what they get and "Fly beautifully" expresses the brand's desire to help clients see life from new angles.



### *Commands four and five*

Next, abbreviated out of home ads will appear in high-net-worth areas. These ads distill the brand commands and depict flight scenes.



*XOJet billboard*

Finally, social media efforts round out the campaign to help XOJet measure how engaged prospective clients are. LinkedIn will likely receive the bulk of traffic due to its business-centric nature. Around 60 percent of the brand's business comes from business clients, according to XOJet.

"The company has come a long way in the last two years and we anticipate further growth," Ms. Jones said.

"We are continuing to grow our Advisor team and we're making solid inroads into serving businesses," she said. "I would like to see us continue our trajectory - particularly on the corporate side.

"More and more, businesses are starting to view companies like ours as a solid alternative to investing in aircraft or jet card programs. They value the flexibility and the reliability. Serving the business community will be a key focus for us in 2014."

#### Vying for position

Similar campaigns have emerged from other players in the industry.

For instance, NetJets banked 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 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 have appealed to consumers who view traveling as a means to an end ([see story](#)).

Also, fractional jet ownership company 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 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 drew new consumers ([see story](#)).

Despite overlapping agendas, private aviation brands can still differentiate themselves through the experience they provide.

"XOJet has followed along other private aviation companies that have made a point this past year to enhance their image and advertising," said Damon M. Banks, director of **DMB Public Relations**, New York. "With the very large number of private aviation options available today, it's vital to be competitive.

"In most cases, companies are referred by past or current clients, so while it's important to have a dynamic image to attract clients, it's equally as important to maintain the level of services and the quality of jets to keep clients," he said.

"Make the most of all the technology at your fingertips to reach the client via mobile media, television and social media, but don't forget that at the end of the day, the most important aspects for these companies are client services and equipment safety."

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*