

MULTICHANNEL

JetSuite calls out competitors for questionable pricing

May 20, 2014



JetSuite campaign image

By JOE MCCARTHY

Private jet charter company JetSuite is basing its latest campaign on the industry's lack of transparency by emphasizing the misleading pricing hooks of competitors.

[Sign up now](#)

Luxury Daily

The "Smart Money Flies JetSuite" campaign calls for consumers to investigate final flight costs to see whether or not they are being charged more than expected. Appealing to consumers' sense of fairness may win the brand clients in an industry that has relatively few players and is experiencing growth.

"Pricing opacity in jet charter has always been the norm, which is why JetSuite is often referred to as an industry disruptor," said Alex Wilcox, CEO of [JetSuite](#), Los Angeles.

"It is simply a marketing strategy," he said. "The rates of most providers are so high that it's easier to sell based on a 'low' hourly rate and add on myriad fees to the invoice after the flight than to advertise the 'all in' rate.

"We find that people become frustrated with the constant unknown of what they are actually paying for a flight, and they appreciate that with JetSuite, that number can be found simply by visiting [JetSuite.com](#). Our clients enjoy knowing what they will pay, to the penny,

before they ever board the aircraft."

Clarity

Pricing transparency is the theme of JetSuite's campaign. Interested consumers are invited to check out a comparative pricing chart that indicts competitors as having an opaque pricing system.

Data for the chart is gathered from "published hourly rates" and "publicly available sales and marketing materials."

The chart contrasts JetSuite's prices with the prices of Flight Options, NetJets and Marquis.

TEB → PBI	JetSuite Edition CJ3	Flight Options Phenom 300	NetJets Phenom 300	Marquis Citation Encore
What you may think you're paying <small>Based on published hourly rates</small>	\$12,146	\$5,529	\$6,656	\$17,403
What they're <u>actually</u> charging you <small>Based on publicly available sales & marketing materials</small>	\$12,146	\$20,471	\$19,262	\$21,241
What JetSuite saves you		\$8,325	\$7,116	\$9,095
Product:	400k SuiteKey Membership	25 hours / year	50 hourly/seat access 5 year term	25 hour card

JetSuite price comparison chart

Flight Options and NetJets consistently promote prices that are twice or three times less than JetSuite, according to the chart. However, the chart claims, the actual "all in" prices that consumers pay is significantly higher than hourly projections.

JetSuite claims to have invariable prices: consumers pay what they are told they will pay.



JetSuite jet

The chart concludes by stating how much consumers will save on average by switching to JetSuite for various routes.

JetSuite's "Smart Money Flies JetSuite" campaign began with a billboard at Teterboro Airport in New Jersey which serves the New York Metropolitan area. Print extensions will appear in outlets such as Barron's, Financial Times, Fortune, Robb Report, Travel +

Leisure, Town & Country and The Wall Street Journal.

Also, JetSuite recently grew its maintenance division at Teterboro Airport and has made other restructuring efforts to accelerate its current expansion.

Finding differences

Other private aviation brands are involved in a large-scale rebranding.

For instance, 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 ([see story](#)).

Furthermore, most private aviation brands emphasize consumer empowerment, whether through transparent pricing measures, customizable amenities or on-call flights.

For example, 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](#)).

Despite the collective momentum of major players in the industry, some brands see themselves as front runners.

"JetSuite will become the biggest brand in private aviation, and we will fulfill our vision of making private jet travel available to more people than ever," Mr. Wilcox said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/vtoDUfRX5-4](https://www.youtube.com/embed/vtoDUfRX5-4)

© Napean LLC. All rights reserved.

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