

# THE FREQUENT FLYER BOTTLE

*DELTA SUSTAINABILITY INITIATIVE*



John Doe 1  
John Doe 2  
John Doe 3  
John Doe 4  
Samuel Jackson



A word cloud centered on a blue gradient background with faint circular patterns. The words are arranged in a circular fashion around the central text. The largest words are 'customizable', 'clean', 'sustainable', and 'convenient'. Other words include 'environment', 'sanitation', 'personal', 'support', 'ethical', 'interesting', 'change', 'miles', 'ban', 'rewards', 'refillable', 'incentives', 'influence', 'plastic', 'bottle', 'purchase', 'alternatives', 'creative', 'impact', 'reusable', 'sky', 'reasonable', and 'help'.

customizable  
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help

# OBJECTIVES

Reduce

Single-Use Plastics by 80%



Provide

Efficient hydration



Ensure

Cleanliness and a quality experience



# OPPORTUNITY

- Environmentally Aware Young Professionals
- Airport Cleanliness Concerns
- Water Bottle Design Trend



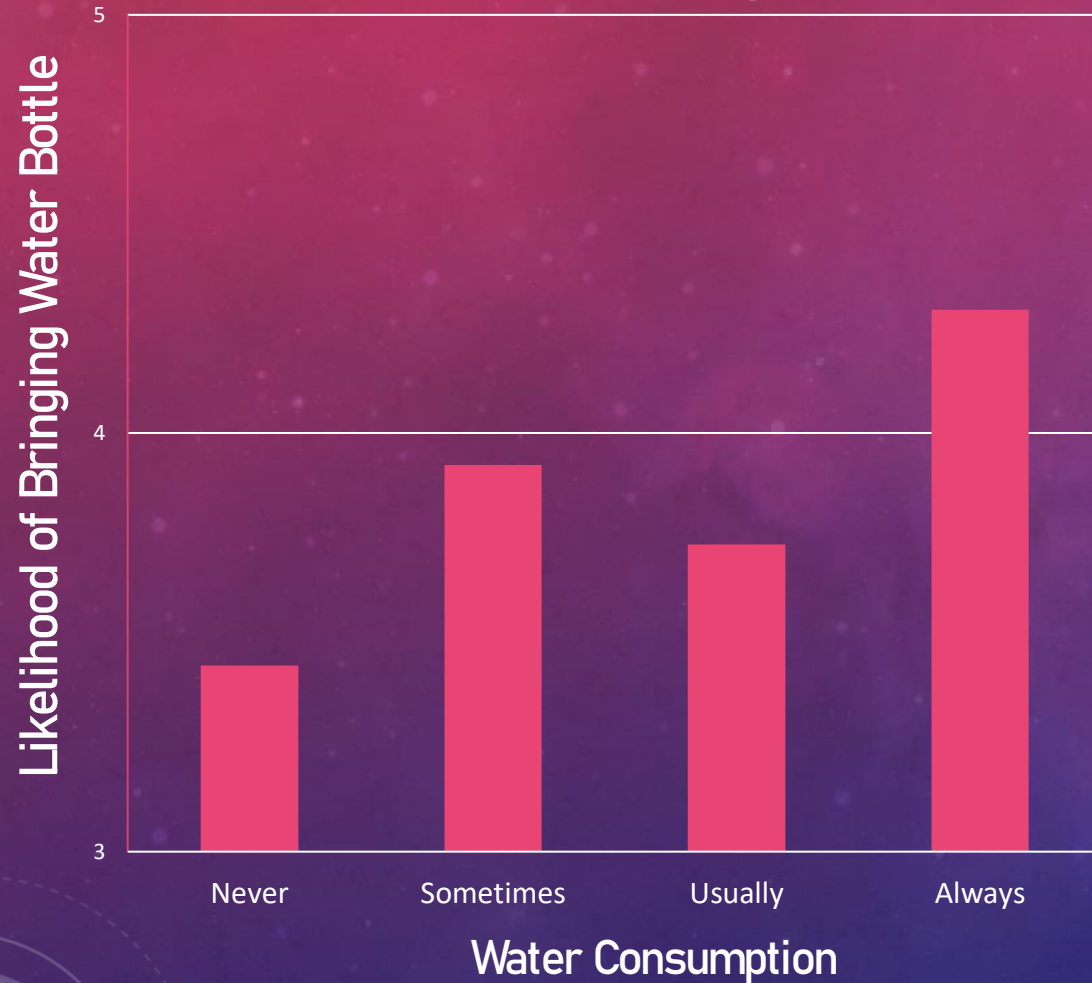
# FREQUENT FLIER BOTTLE PROGRAM



- 16oz Reusable plastic bottle
- QR Code – Scan at terminal with ticket
- Earn points for:
  - SkyMiles
  - Corporate Partner Products
  - Other perks offered to Sky club members
- Unique, personalized destination stickers

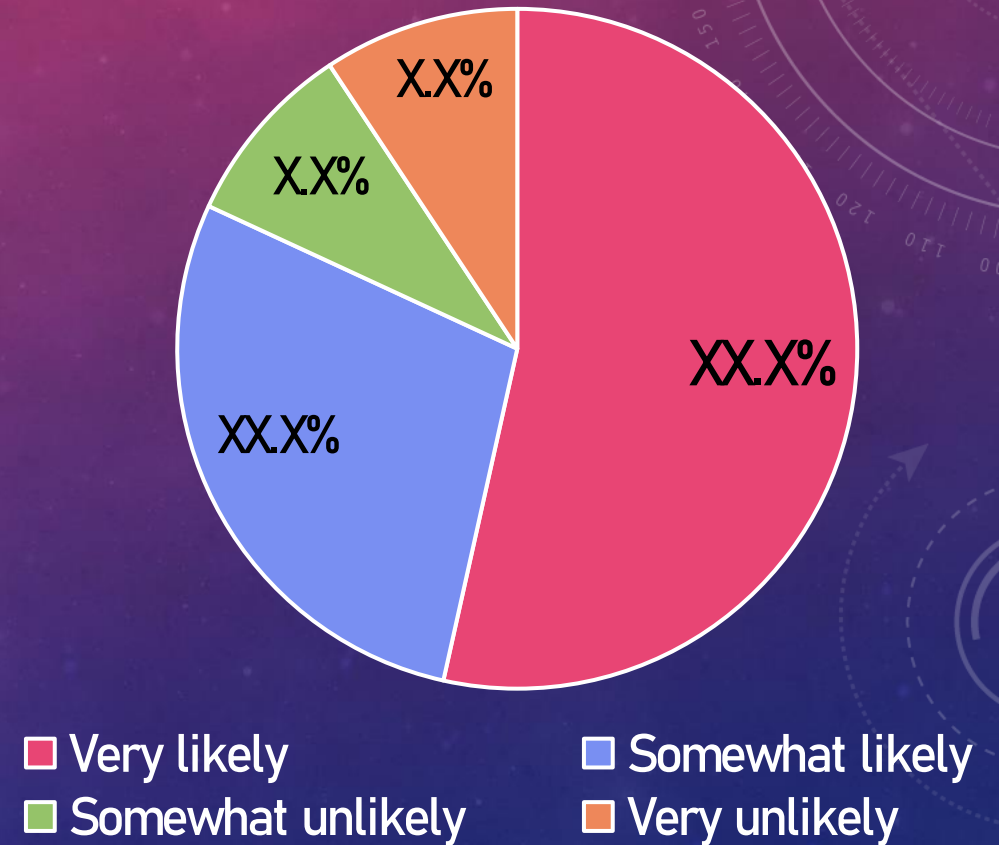


## Likelihood of Bringing Bottle by Water Consumption



n=107

## How Likely Are You To Bring a Provided Water Bottle Onto Future Flights?



n=1001

**X.XX/5**

-AVG Approval Rating

n=107

**"I WOULD PAY  
UP TO \$XXXX  
IF THE  
REWARDS  
WERE GOOD  
ENOUGH"**

# IMPLEMENTATION

## Stage 1

- Production
- Soft-Launch



## Stage 2

- Web-Integration
- Re-Design



## Stage 3

- Marketing
- Mass Distribution



# CORPORATE PARTNERSHIP: COCA-COLA

## Manufacturing agreement with Coca-Cola

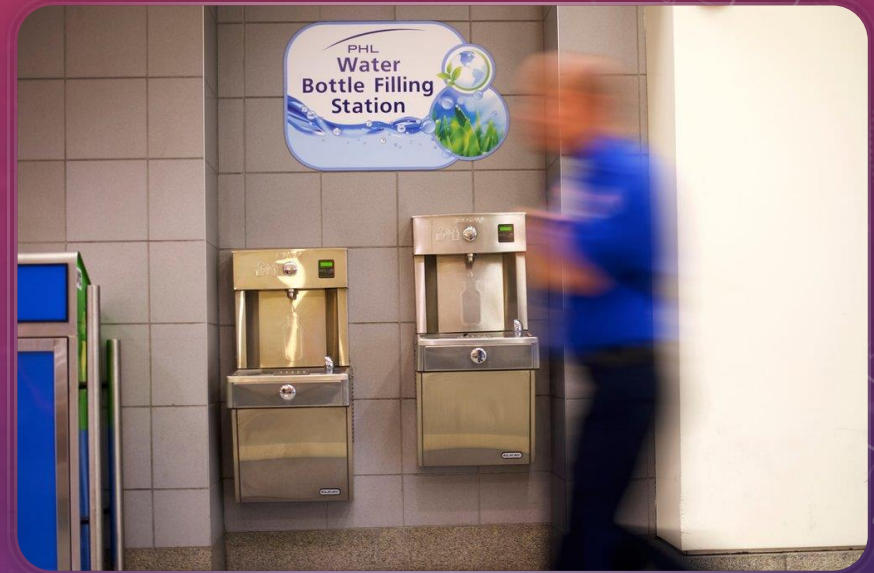
- Use existing facilities and distribution channels to aid in production of bottle
- Coke sponsors the production of our bottle through a financial contribution

## Branding space on the bottle

- Coca-Cola improves eco-friendly reputation
- Strengthens supply agreement for Coke products

# INFRASTRUCTURE

- Strategically Placed Refill Stations to Maximize Convenience
- Text/App Reminders
- Mobile Hydration Cart







# MARKETING

- Social media campaign
  - Instagram, Facebook, twitter
- Pre-existing partners
  - AMEX, Coca-Cola
- Pre/Post-Flight announcements
  - In-flight entertainment, PA system
- Nationwide advertising campaign
  - Television, e-mail, radio
- Pre-existing loyalty programs
  - SkyMiles



# DISTRIBUTION

- Existing SkyMiles members request a water bottle for pickup or delivery
- Opt-in to purchase bottle while buying ticket
- Webstore to purchase a bottle if lost



# BENEFITS OF THE FREQUENT FLIER BOTTLE

01

Improve Delta's  
reputation as an  
eco-friendly  
brand

02

A substantial  
increase in Delta  
SkyClub  
membership

03

Custom stickers  
becoming a  
social media  
trend

04

Rewards  
incentivize more  
fliers to choose  
Delta

QUESTIONS





# ALTERNATIVES

1

Buy Delta water bottles  
at the terminal

2

Drink out of the plastic-  
free fiber cup that Delta  
is currently developing

3

Potential incentive for  
bringing own water  
bottle

# ADDENDUM

