
Share The Love

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DELTA



DELTA X I LOVE NEW YORK

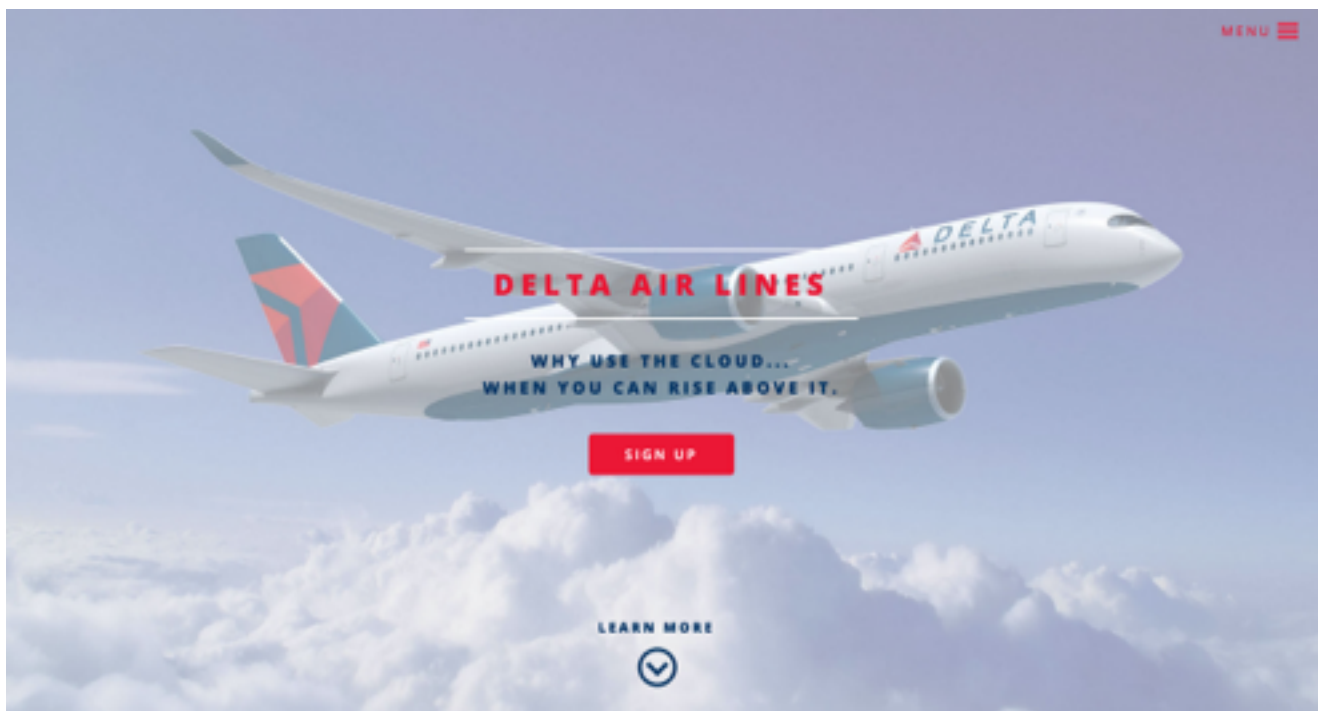
Objective

Doing previous research we discovered Delta recently launched a co - branding campaign declaring their love for all things New York as they announced a partnership with one of the world's most recognizable logos. Used to promote tourism; taking over the city with ads ranging from Grand Central Terminal throughout cultural landmarks and destinations

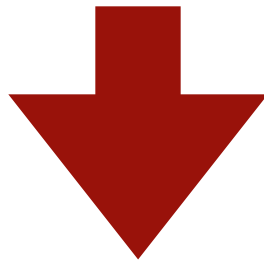


 Follow

Declaring our love for all things NY as we announce our **@I_LOVE_NY** partnership at **@NYSE. #DeltaNY**



WHERE DO WE COME INTO AFFECT?



Expansion

With these strategy in mind we decided to take it a step further and expand the campaign in the direction of appealing to their consumers directly on the flight. Taking this opportunity to appease to a greater market we decide to name the campaign “Share The Love” . While research shown displays that users interact more when given a benefit for completing a task we decided to add the incentive of having one individual get a full refund on that exact flight hence sharing the love of all things delta

Website Breakdown

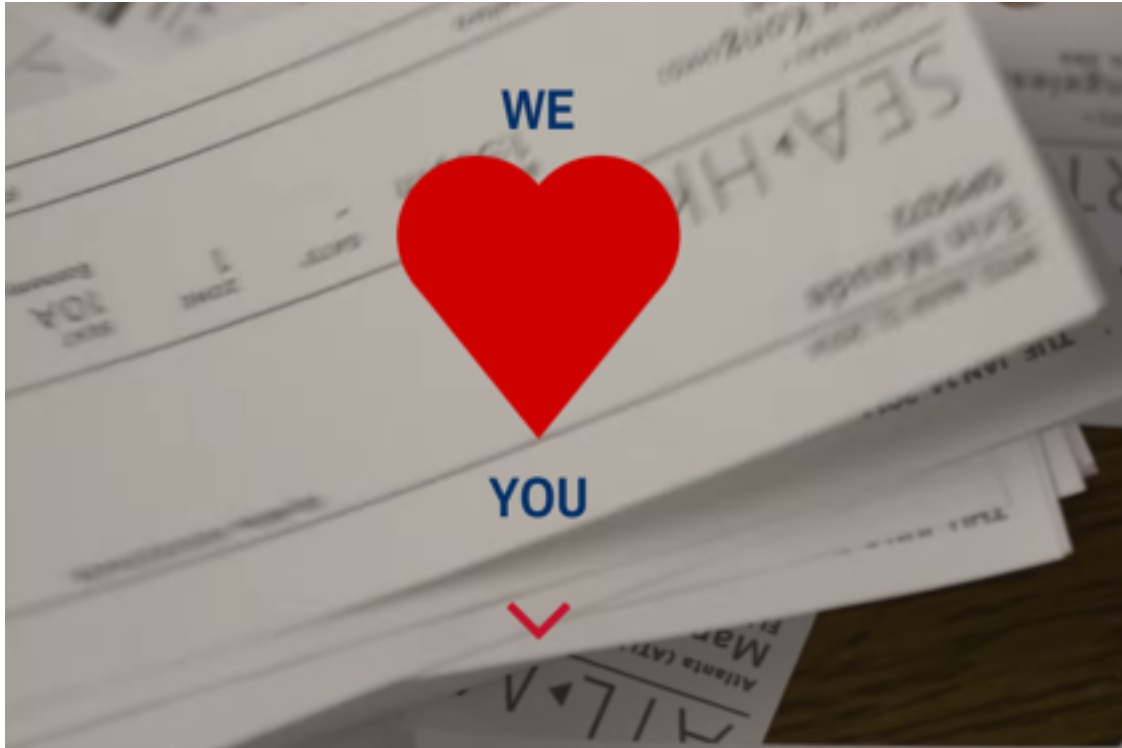


HOW ARE YOU TRAVELING?

Please Select One Down Below

#TEAM ME MYSELF & I

#TEAM THE CREW



WHAT'S THE POINT?

Package Deals

Here is an example of a package deal for a trip of two round trip to California in the month of September | Retail Pricing

Description	Quantity	Unit Price	Cost
2 Round Trip Tickets Orlando -> California (Oct 5th - Oct 12th)	2	\$ 396	\$ 792
Total			\$ 792

Based on retail pricing Delta can create a package deal that tends to those individuals later throughout the following months | Packaged Pricing

Description	Quantity	Unit Price	Cost
2 Round Trip Tickets Orlando -> California (Oct 5th - Oct 12th)	2	\$ 300	\$ 600
Total			\$ 600