# JetBlue Creative Overview

September 2024

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# Intro | Your (New) Flashtalking Team

**Meet the team that will be supporting JetBlue's day-to-day strategy & execution needs.**

DAY-TO-DAY SUPPORT

BACKEND EXECUTION

ESCALATION

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# Today | Meeting Overview

**The purpose of this deck is to provide an in-depth overview of Flashtalking's existing partnership with JetBlue / Adam&Eve and Cain&Abel, with a special focus on creative.**

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# Recent Issues, Solutions & Learnings

# Summary of Issues

## Airways Retail

- **Font issues –** Certain numbers in all dynamic end frames were appearing in a different font
- **Text overlap –** Text was overlapping on the horizontal ad sizes
- **Default frames –** Text-only failsafe frame in dynamic banners was not appearing properly
- **Default URLs for Expedia –** URL was not functioning properly

## Co-Ops – Vancouver, St Kitts & Aruba

- **Hardcoded URLs (All Co-Ops) –** Frame 1 and 2 URLs for all dynamic creatives were pulling from the feed (which did not have the proper Adobe string) for RL1 instead of the dynamic URL IA variable.

  This was found in Vancouver, but was present in previous creatives

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# Solutions to Issues

## Airways/Retail

- **Font Issues / Text Overlap** - Optimized font library (common, to reduce k-weight) was missing numbers, which were added back in. Code was updated to allow for longer destination lengths.
- **Default Frames** – Disclaimers needed to be removed across routes that no longer needed it
- **Default URLs for Expedia** – Everything was set up properly in the Rich Load, however, the variable used was "retail_dynamic_click_url" when it needed to match the instant ads variable "retail_dynamic_clickTag_URL"

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# Solutions to Issues

## Co-Ops – Vancouver, St Kitts & Aruba

- **Rich Load 1 Update** – The click url was coming from the feed endpoint for RL1 instead of through the retail_dynamic_clickTag_URL Instant Ads variable.

```
"truebluefare_farepointsamount": 13700,
"truebluefare_taxpointsamount": 5.6,
"url": "https://www.jetblue.com/best-fare-finder?origin=JFK&destination=YVR&departure=2024-09",
```

```
ctURL = checkURL(myFT.instantAds.Retail_dynamic_clickTag_URL) ?
myFT.instantAds.Retail_dynamic_clickTag_URL : feed[0]['url'];
```



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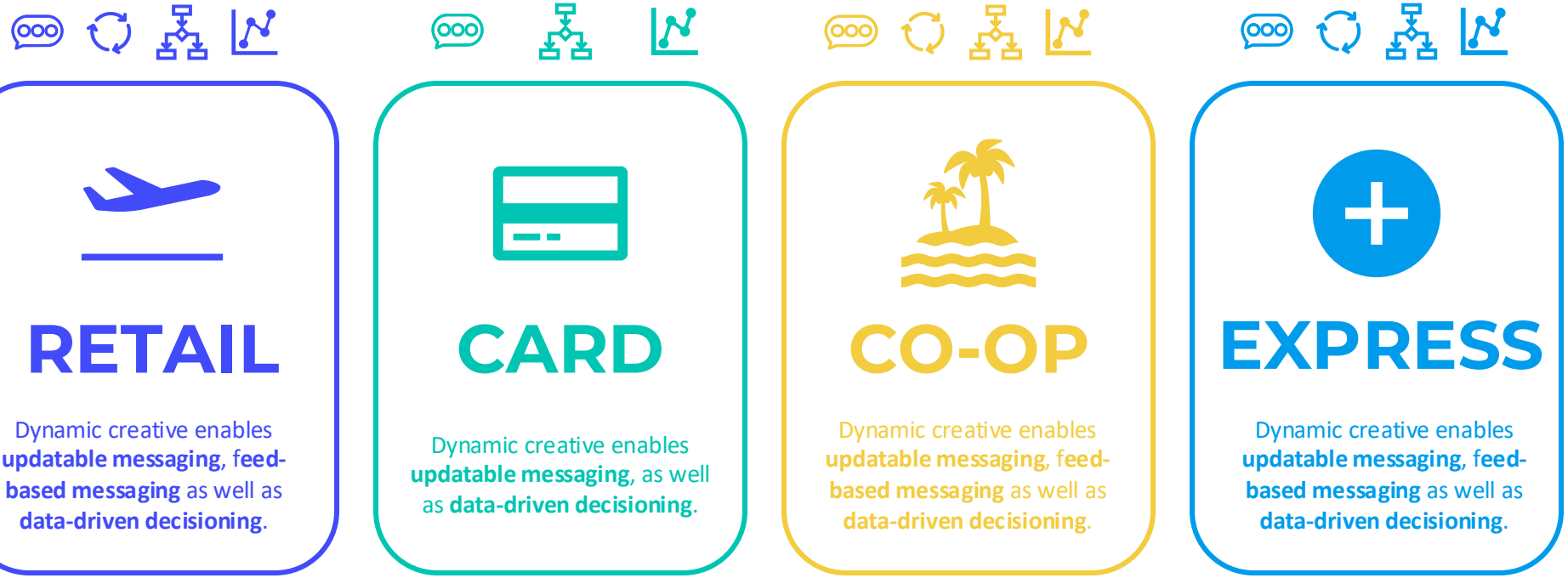
# Creative SOPs, Recommendations & Efficiencies

# Intro | How does JetBlue use Dynamic?

JetBlue leverages Flashtalking's platform and capabilities for creative personalization, creative management, advanced analytics and primary ad serving.




*In addition to the "broad" applications for dynamic creative; JetBlue requires all creative to be built dynamically to ensure the necessary creative data is properly reflected within Encore.*

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# Dynamic Base File | Retail, Co-Op, Co-Op Express:

When developing new banners for Airways / Retail, Co-Op, and Co-Op Express, it's important to keep in mind the following build specs to ensure a streamlined creative handoff and efficient trafficking process.

- ❑ This campaign should only ever be running a single set of **base files** (1 per ad size) at any given time
- ❑ These **base files** should include FT's HTML5 API and a manifest.js file
- ❑ Each **base file** should share the same instant ad variables (number, name and order)
- ❑ These **base files** should support x2 dynamic rich-loads - for intro animation and an end frame
- ❑ The RL2 file can be feed-based (dynamic) or non-dynamic

manifest.js

```
FT.manifest({
    "filename": "index.html",
    "width": 300,
    "height": 250,
    "clickTagCount": 3,
    "hideBrowsers": ["ie8"],
    "richLoads": [
        {"name": "RL1", "src": "Fall22_300x250_CR01_RL1"},
        {"name": "RL2", "src": "Fall22_300x250_CR01_RL2"}
    ],
    "instantAds": [
        {"name": "RL1",                          "type": "richLoad"},
        {"name": "RL2",                          "type": "richLoad"},
        {"name": "feedEndpoint",                 "type": "text",      "default": "https://cdn.flashtalking.com/feeds/jetblue/routes/jfk_pls.json?[%CACHEBUSTER%]"},
        {"name": "defaultFeedEndpoint",          "type": "text",      "default": "https://cdn.flashtalking.com/feeds/jetblue/routes/default.json?[%CACHEBUSTER%]"},
        {"name": "segmentId",                    "type": "text",      "default": "false"},
        {"name": "isGeo_Ad",                     "type": "text",      "default": "false"},
        {"name": "backgroundColor",              "type": "text",      "default": "#F1F6FC"},
        {"name": "headline_color",               "type": "text",      "default": "#FFFFFF"},
        {"name": "subhead_color",                "type": "text",      "default": "#FF8322"},
        {"name": "price_color",                  "type": "text",      "default": "#FF8322"},
        {"name": "oneWay_color",                    "type": "text",   "default": "#FFFFFF"},
        {"name": "legal_color",                  "type": "text",      "default": "#FFFFFF"},
        {"name": "CTA_background_color",            "type": "text",   "default": "#FFFFFF"},
        {"name": "CTA_text_color",               "type": "text",      "default": "#00205B"},
        {"name": "jetBlue_logo",                    "type": "image",  "default": "jB_logo_noFlag.svg"},
        {"name": "headline1_text",               "type": "text",      "default": "Fly with JetBlue<br>"},
        {"name": "headline2_text",               "type": "text",      "default": ""},
        {"name": "one_way_text",                    "type": "text",   "default": "one<br>way*"},
        {"name": "seeDetails_button_text",          "type": "text",   "default": ""},
        {"name": "seeDetails_body_text",            "type": "text",   "default": ""},
        {"name": "restrictions_text",               "type": "text",   "default": "<span class='asterisk'>&ast;</span>Restrictions apply, base fare only."},
        {"name": "Retail_dynamic_clickTag_URL",     "type": "text",   "default": "http://www.jetblue.com"},
        {"name": "Retail_default_clickTag_URL",     "type": "text",   "default": "http://www.jetblue.com"},
        {"name": "PSA_dynamic_clickTag_URL",        "type": "text",   "default": "http://www.avis.com"}
    ]
});
```

*VISUAL OF THE CURRENT MANIFEST.JS FILE (300X250)*

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# End Frames | Rich Loads

## Retail, Co-Op, Co-Op Express

When developing new banners for Airways / Retail, Co-Op and Co-Op Express, it's important to keep in mind the following build specs to ensure a streamlined creative handoff and efficient trafficking process.

## NON-DYNAMIC

- ❑ The entire **end frame** should be contained in a single rich load file (RL2)
- ❑ The **end frame** rich load (RL2) should include CSS reset stylesheets to maximize cross-browser consistency

## DYNAMIC (FEED-BASED)

- ❑ **SAME AS NON-DYNAMIC –** PLUS:
- ❑ The origin, destination, price & clickthrough URL should always be pulling into the **end frame** from the feed response
- ❑ A fail-safe **end frame** experience should be built in the event the feed fails or returns a default response

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# Card (ACQ)

The Card / Acquisition build stands out because it only contains one rich load instead of two and does not contain any feed-based logic. banners

**When developing new for Card / Acquisition, it's important to keep in mind the following build specs to ensure a streamlined creative handoff and efficient trafficking process.**

- ❑ This campaign should only ever be running a single set of **base files** (1 per ad size) at any given time
- ❑ These **base files** should include FT's HTML5 API and a manifest.js file
- ❑ Each **base file** should share the same instant ad variables (number, name and order)
- ❑ Since there is only one rich load (RL1), the full **animation** (including the end frame) should be consolidated



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# Creative Overview by Campaign

# Retail | Creative Overview

To enable JetBlue's dynamic decisioning needs, all Airways / Retail banners will need to be supported by a single **dynamic base file** (per size) that is comprised of a **dynamic intro animation** (rich load 1) and an **end frame** (rich load 2).

DYNAMIC BASE FILE

DYNAMIC INTRO ANIMATION

FEED-BASED END FRAME



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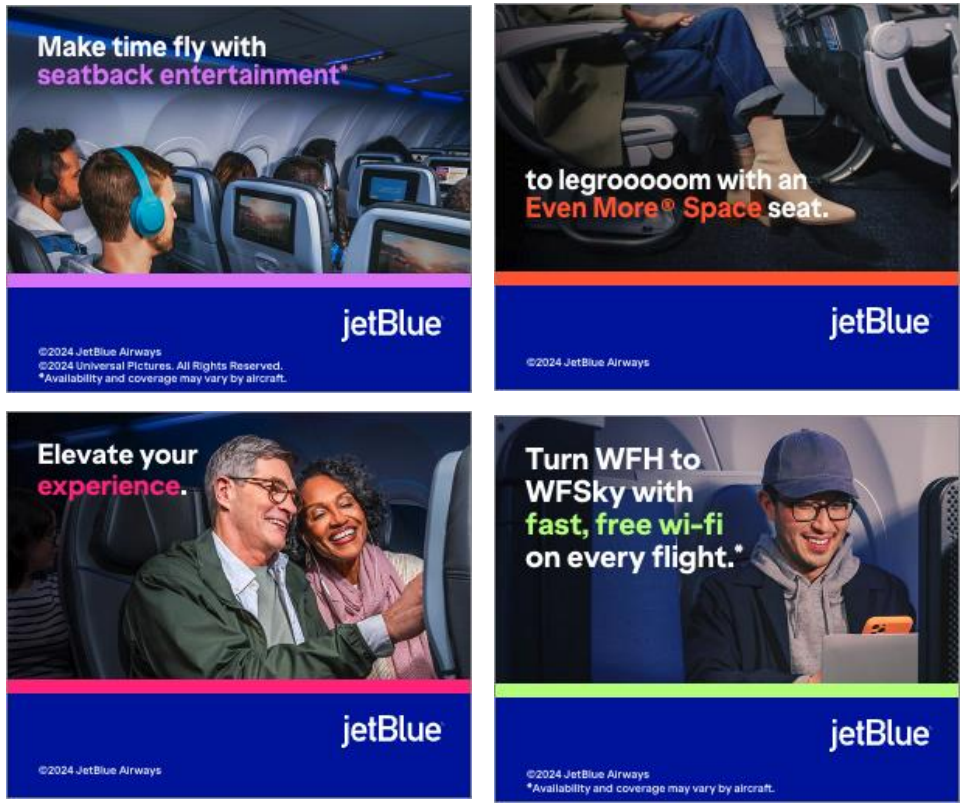
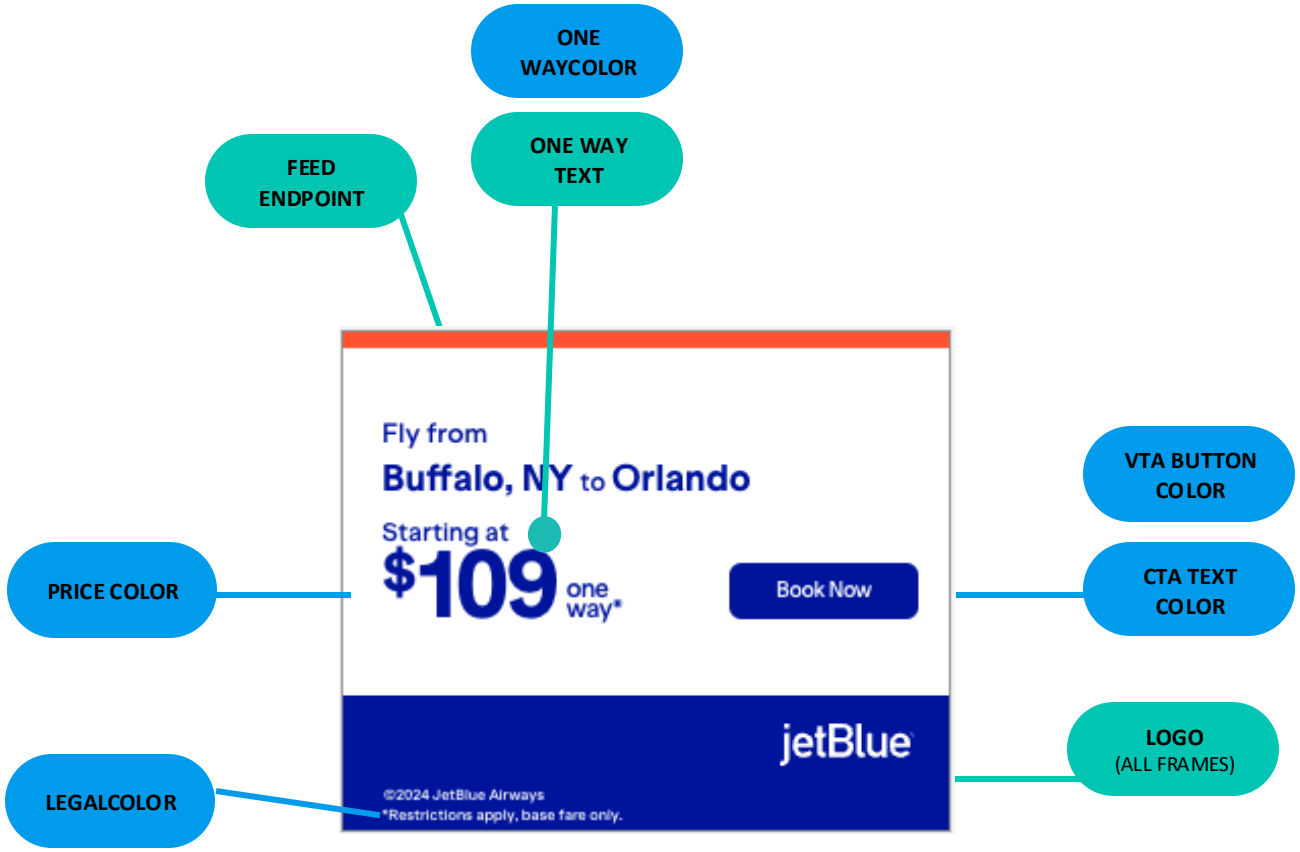
# High Level Dynamic Variables




Rich Load 1




Rich Load 2



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# Text Variables

| | | |
|---|---|---|
| **FEED ENDPOINT** | feedEndpoint | Feed url that pulls the route/pricing info into the feed-based (dynamic) RL2s<br>FT can leave it blank in the versioning for non-feed-based (non-dynamic) RL2s – or remove it/comment it out in the RL |
| **DEFAULT FEED ENDPOINT** | defaultFeedEndpoint | In case feed does not load, we use a default as a back up – for example -<br>https://cdn.flashtalking.com/feeds/jetblue/routes/default.json?[%CACHEBUSTER%] |
| **SEGMENT ID** | segmentid | ***Is this still needed?*** |
| **ISGEOAD** | isGeo_Ad | ***Is this still needed?*** |
| **HEADLINE 1 TEXT** | headline1_text | ***Frame 1 headline copy*** *– not being used as intended* |
| **HEADLINE 2 TEXT** | headline2_text | **Frame 2 headline copy** *– not being used at all* |

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NOTE: the variable names in the middle column above are the same headers used in the versioning matrix

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# Text Variables cont'd

| | | |
|---|---|---|
| **ONE WAY TEXT** | one-way_text | This is to the right of the price point on the feed-based rich load. |
| **SEE DETAILS BUTTON TEXT** | see_details_button_text | *Is this still needed?* |
| **SEE DETAILS BODY TEXT** | see_details_body_text | *Is this still needed?* |
| **RETAIL DYNAMIC CLICKTAG** | retail_dynamic_clickTag_URL | This is the url that the ad will click out to |
| **RETAIL DEFAULT CLICKTAG** | retail_default_clickTag_URL | *Outdated and no longer needed* |
| **PSA DYNAMIC CLICKTAG** | psa_dynamic_clicktag_url | *Is this still needed?* |

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NOTE: the variable names in the middle column above are the same headers used in the versioning matrix

# Text Variables cont'd

| | | |
|---|---|---|
| **RESTRICTIONS TEXT** | restrictions_text | Bottom left disclaimer text, under the copyright line |
| **RICH LOAD 1** | RL_1 | Allows you to make functionality, animation, layout or minor updates to the **intro frames** without having to update the main shell (base file) |
| **RICH LOAD 2** | RL_2 | Allows you to make functionality, animation, layout or minor updates to the **end frame** without having to update the main shell (base file)<br><br>Can – but does not have to - utilize a feed (dynamic end frame) to pull in routes/pricing details |

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NOTE: the variable names in the middle column above are the same headers used in the versioning matrix

# Formatting Variables

| | | |
|---|---|---|
| **BACKGROUND COLOR** | backgroundColor | Allows for changes to the background color |
| **HEADLINE COLOR** | headline_color | Allows for changes to the font color on headline |
| **SUBHEAD COLOR** | subhead_color | Allows for changes to the font color on sub-headline |
| **PRICE COLOR** | price_color | Allows for changes to the font color on the price |
| **ONE WAY COLOR** | oneway_color | Allows for changes to the font color on the “one way” text |
| **LEGAL COLOR** | legal_color | Allows for changes to the font color on the legal text |

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NOTE: the variable names in the middle column above are the same headers used in the versioning matrix

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# Formatting Variables cont'd

| | | |
|---|---|---|
| CTA BACKGROUND COLOR | CTA_background_olor | Allows for changes to the CTA button color |
| CTA TEXT COLOR | CTA_text_color | Allows for changes to the font color on CTA text |

# Image Variables

| | | |
|---|---|---|
| LOGO | jetblue_logo | Allows for logo image to be updated |

In the future, if there is ever a need to keep an image variable blank – you must upload a blank PNG (as opposed to just leaving this variable blank)



NOTE: the variable names in the middle column above are the same headers used in the versioning matrix

# Co-Op | Creative Overview

To enable JetBlue's dynamic decisioning needs, all Co-Op banners* will need to be supported by a single **dynamic base file** (per size) that is comprised of a **dynamic intro animation** (rich load 1) and **end frame** (rich load 2).

DYNAMIC BASE FILE

DYNAMIC INTRO ANIMATION

FEED-BASED END FRAME

*ALL CO-OP BANNERS THAT NEED TO BE LIVE AT A GIVEN TIME.*



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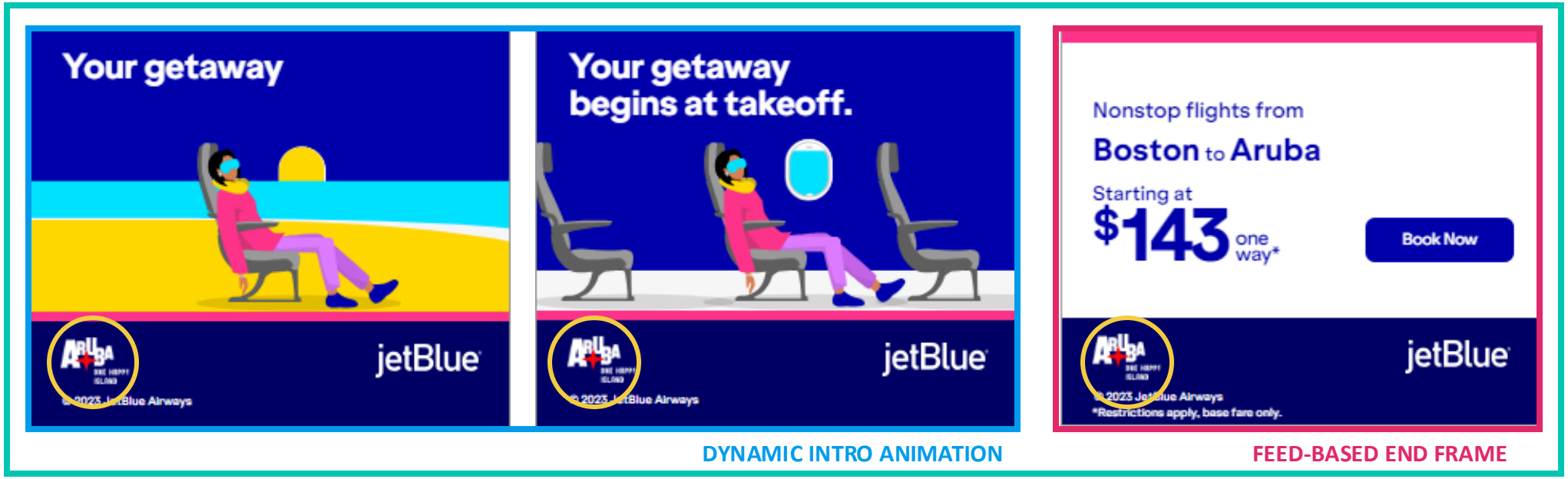
# Co-Op Express | Creative Overview

To enable JetBlue's dynamic decisioning needs, all Co-Op Express banners should leverage the same **dynamic base file** (per size), **dynamic intro animation** (RL1) an **end frame** (RL2) as Retail – with the added ability to pull in a **feed-based partner logo**.

DYNAMIC BASE FILE




DYNAMIC INTRO ANIMATION

FEED-BASED END FRAME



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# Card | Creative Overview (ACQ)

To enable JetBlue's dynamic decisioning needs, all Card / Acquisition banners (including BAU and LTOs) will need to be supported by a single **dynamic base file** (per size) that is comprised of a **multi-framed animation** (rich load 1).

DYNAMIC BASE FILE

MULTI-FRAMED ANIMATION

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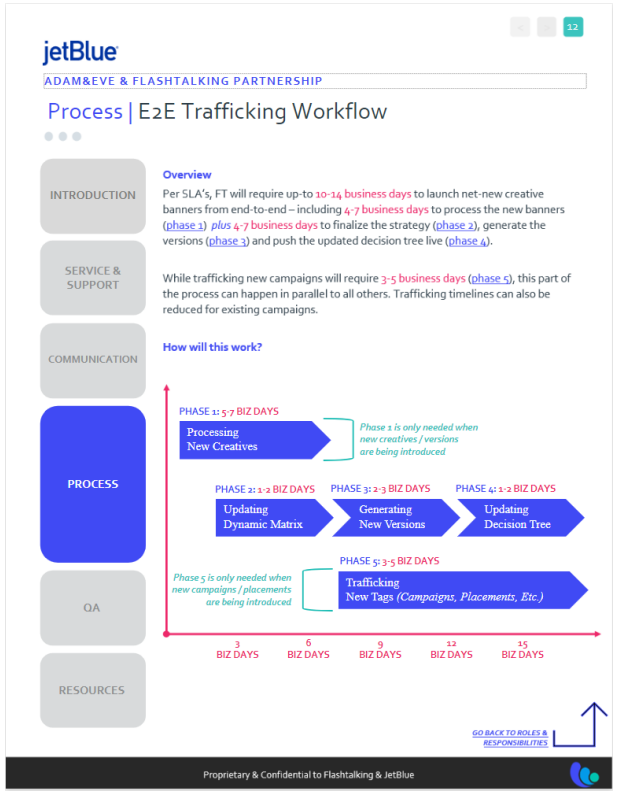
# Process Overview

# Process | Flashtalking Playbook

**For any information re: workflow, timelines / SLA's, roles & responsibilities, etc. please refer to JB's Playbook.**



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# Q & A

# Appendix

**CREATIVE MANAGER:**

- Creative Manager Overview
- Creative Library Asset Manager
- **Dynamic Ads Overview**

**TRAINING AND SUPPORT**

- Flashtalking Creative Developer Certification
- Flashtalking Campus

Sample Version Sheet (expires on 9/27)



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# Intro | What is Dynamic Creative?

Dynamic Creative is a digital advertising capability that enables the content of an ad to be adjusted quickly and efficiently. The content (or “variables”) of the ad can be permutated at scale and targeted to a user on impression and based on the combination of pre-established decisioning rules and data triggers.

## Dynamic Creative has 5 broad applications that advertiser use typically falls into:

### Updatable Creative Messaging

Providing the tools and services to build and serve flexible creatives with content that can be updated at scale

### Feed Enabled Messaging

Automating & integrating real-time, first or third-party feed-driven data into digital creative.

### Data-Driven Decisioning

Enabling creative to match tailored messages to prescribed audiences and/or situations, on impression

### Automated Ad Optimization

Applying automatic & sophisticated optimization of creative and messages, based on key client KPIs

### Advanced Data Insights

Supporting consistent & granular naming conventions, maximizing performance insights

**CREATIVE APPLICATIONS** ⟷ ***THESE ARE NOT MUTUALLY EXCLUSIVE*** ⟷ **STRATEGIC APPLICATIONS**



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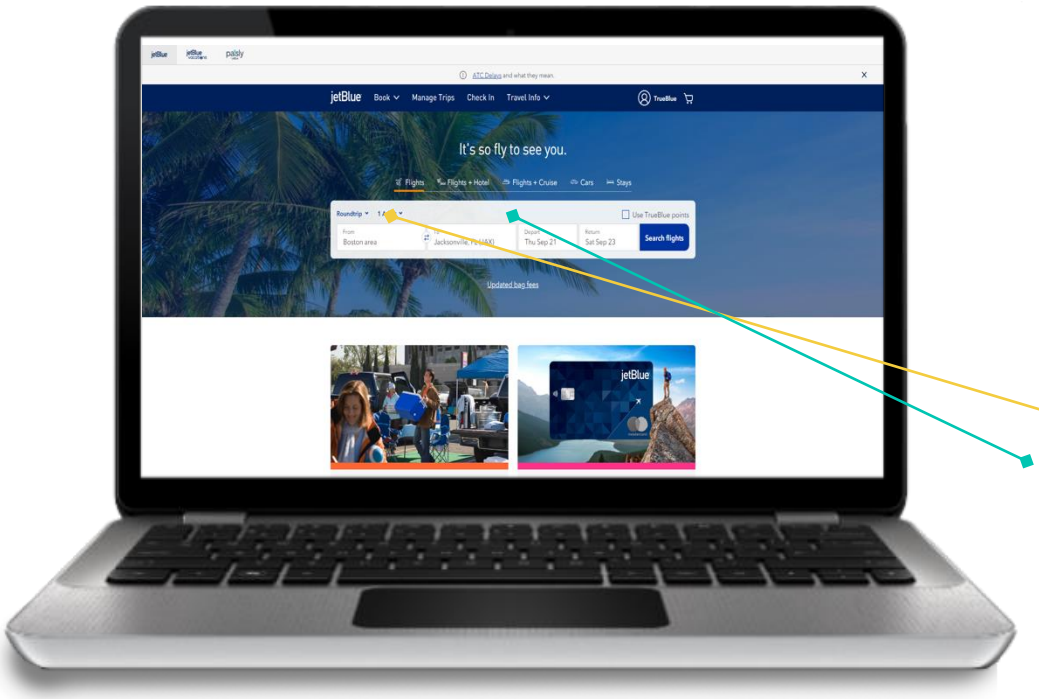
# Retail | Highlight: FSR

If a user searches for a flight on jetblue.com and doesn't finalize their booking, the end frame they will be served will pull in the specific route (origin & destination) they searched for, as well as the most up-to-date price based on JetBlue's Deals Feed API.

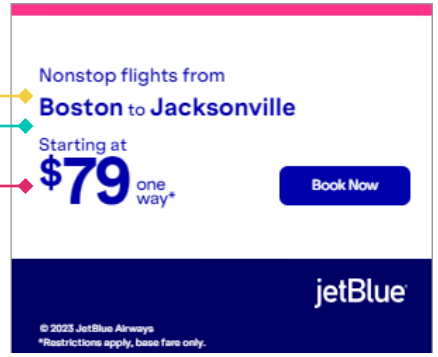



SEARCHED ORIGIN

SEARCHED DESTINATION

PRICE

INTRO FRAME




FRAME 2

END FRAME



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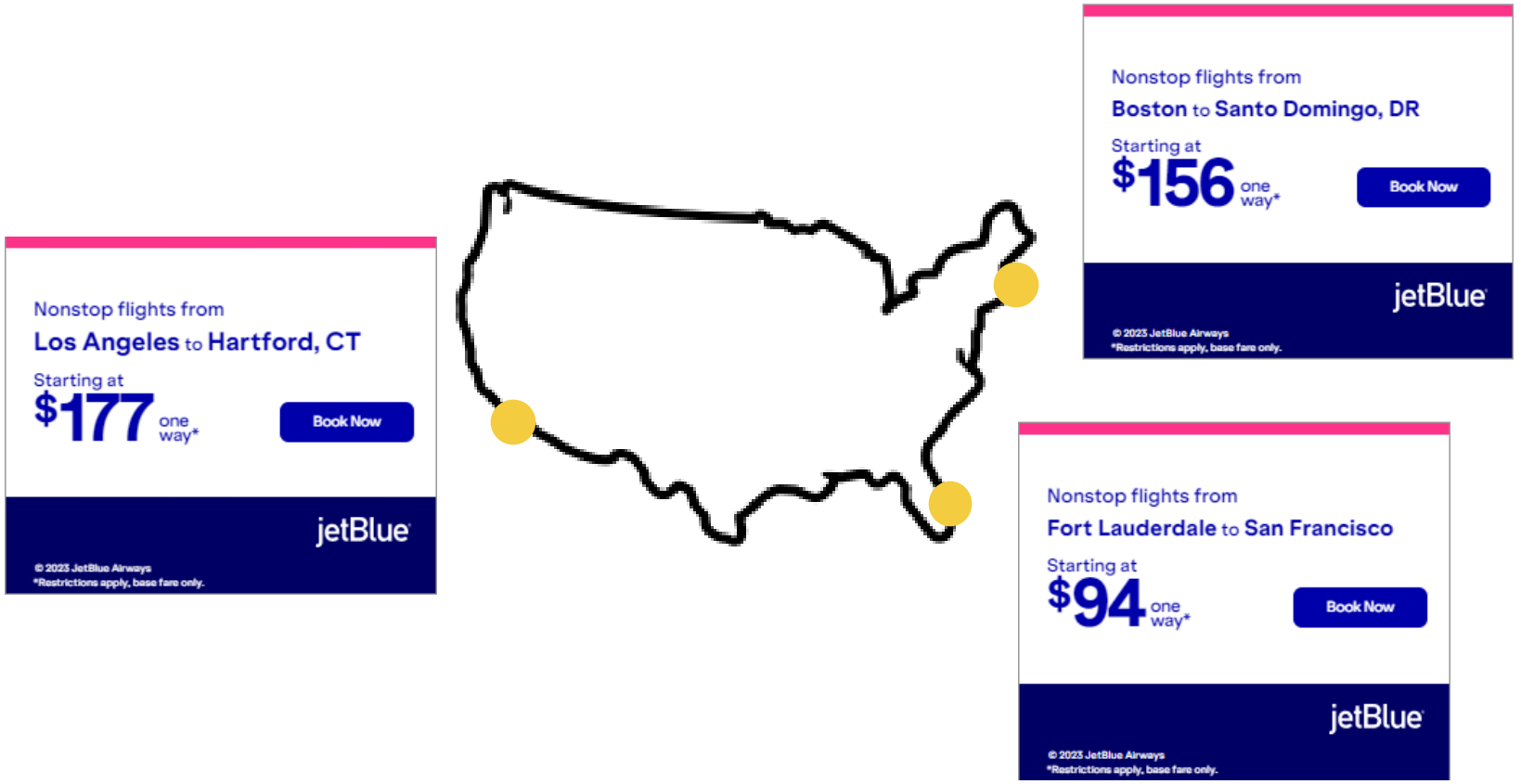
# Retail | Highlight: Geotargeting

If a user hasn't been to jetblue.com recently, the end frame they'll be served will pull in a randomly weighted route based on their location (origin) and a pre-defined list of routes (destination) provided via JetBlue's "Strategic Imperative" route list.



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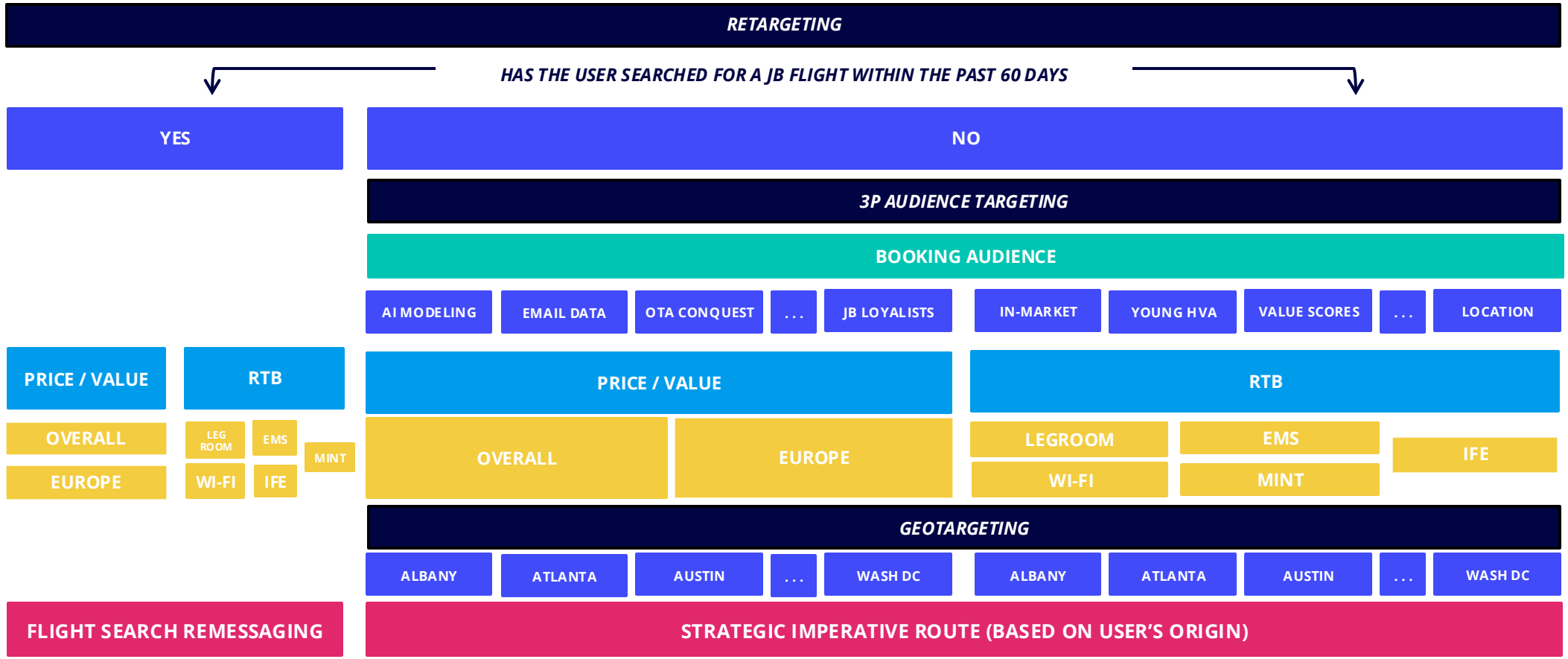
# Retail | Strategy Overview




KEY: RULE | TRIGGER | AUDIENCE | BUCKET | MESSAGE | LOGIC

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# Co-Op | Strategy Overview

KEY: RULE | TRIGGER | AUDIENCE | BUCKET | MESSAGE | LOGIC

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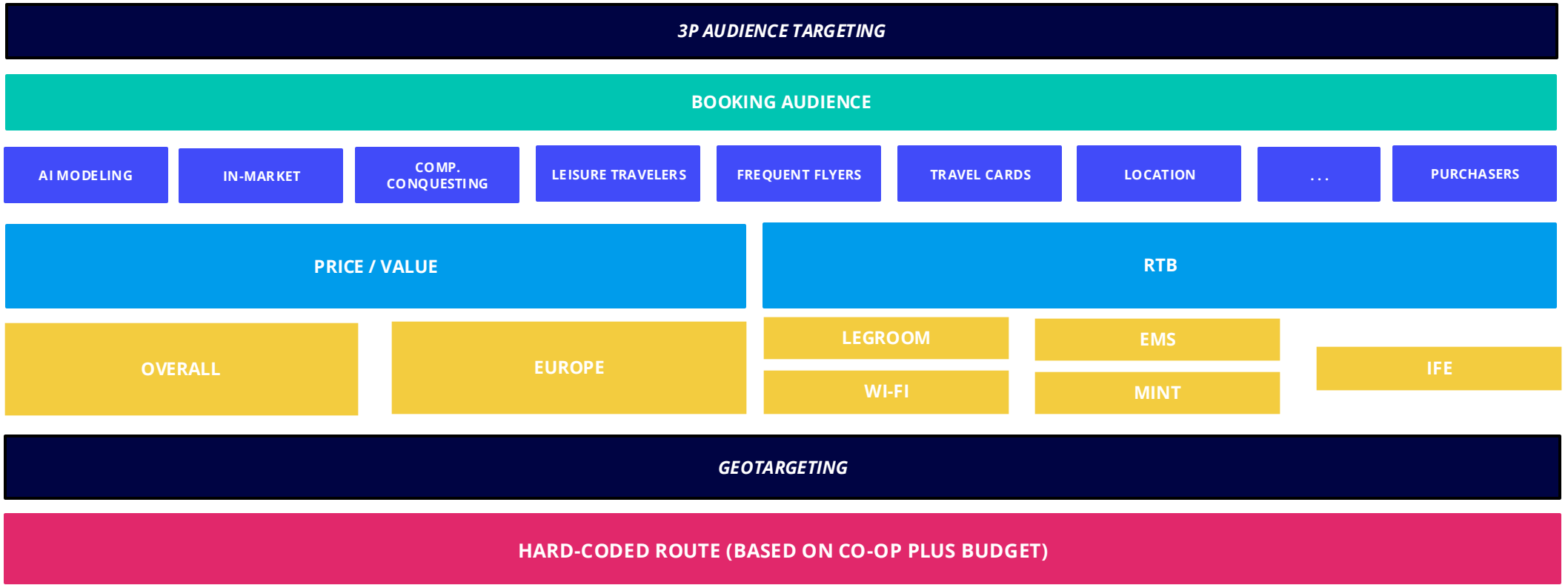
# Co-Op Express | Strategy Overview




KEY: | RULE | TRIGGER | AUDIENCE | BUCKET | MESSAGE | LOGIC

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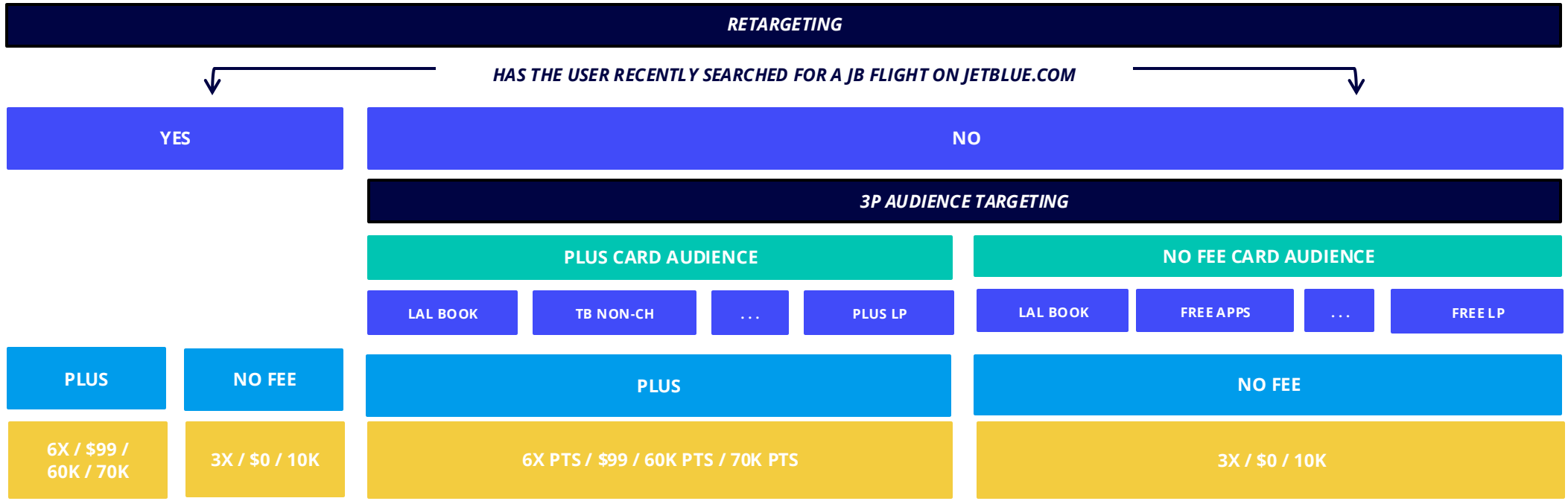
# Card | Strategy Overview (ACQ)




KEY: RULE | TRIGGER | AUDIENCE | BUCKET | MESSAGE | LOGIC

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