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# DELTA AIRLINES – Expanding Your Global Reach Campaign

**Client:** Delta Airlines

**Program:** “Expanding Your Global Reach” campaign

**Objective:** Promote Delta Airlines international flights, targeting business professionals in the office buildings in the New York market

**Flight:** September 29, 2008 – November 16, 2008

**Market:** New York

**Description:** Campaign messaging focused on travel to various international location including Buenos Aires, London, Amman, Cape Town and Lyon; (4) :15 creative pieces ran in both full and ½ screen format

**Study:** The Wall Street Journal Office Network commissioned Edison Media Research to test the effectiveness of Delta advertising on digital screens located in the lobbies of office buildings. Five office buildings in the WSJON were included in the study. Invitations to participate in the survey were handed out on Wednesday, November 12<sup>th</sup>, 2008 for approximately eleven hours at each location.





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# DELTA AIRLINES – Expanding Your Global Reach Campaign (cont'd)

## Convenience & Accessibility

### *Digital screens and advertisements get attention*

- 97% of all respondents said they noticed the WSJON

### *Advertisements receive huge audience recall*

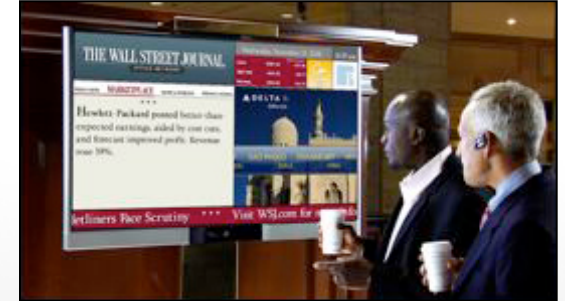
- 84% said they recall seeing advertised messages

### *Appropriate messages reach the right audience*

- More than three-quarters (77%) agreed that the screens provide relevant advertising messages.

### *Create tremendous impact*

- 70% agreed that the screens are a “good way to learn about new products and services”





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## Effects on Audience Behavior

*WSJON advertising increased top of mind awareness for Delta*

- Nearly half (47%) of respondents who saw the Delta ad on WSJON screens said “Delta” when asked of all airline brands that come to mind

*One in three respondents recalled the Delta ad unaided on the WSJON*

- 31% recalled seeing the Delta advertisement
- Recall increased to 44% when shown the Delta ad video

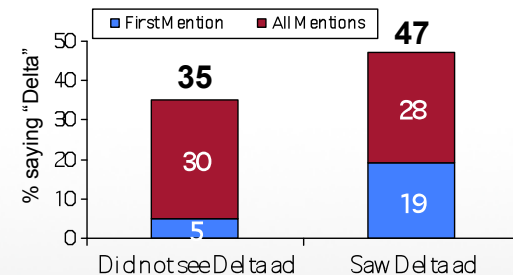
*WSJON advertising increased consideration of Delta as an airline of choice*

- 55% who saw the ad would consider booking an international flight with Delta in the next 12 months

*Delta’s positive reputation increased by advertising on the WSJON*

- 72% who saw the Delta ad said they would recommend Delta to their friends, family or colleagues

When you think of airlines, what brands come to mind for *international* travel?



In the next twelve months, how likely are you to consider booking a roundtrip international flight with Delta Air Lines or a *personal* or *leisure* trip?

