

Jet blus - articles case studies

[Business](#), [Marketing](#)



Jet Blue – Articles Case Study I. The first article under examination is ‘ Jet Blue’s YouTube Marketing Strategy’. As the suggests this article examines the implementation of YouTube to establish excitement for the company. The article notes that, “ the airline has packed its BetaBlue plane full of well-known YouTube personalities and bloggers to market its new air route” (Mueller, 2009). The BetaBlue is the airline’s only plane with wireless Internet access. It’s noted that the main strategic thought in these regards is that in granting these YouTube celebrities free flights, there will be corresponding hype and advertisement for Jet Blue in these Internet venues. There are a number of considerations. The main consideration is that Jet Blue has recognized a shift between outdated modes of advertising and the increasing need for organizations to harness the powers of the Internet to gain consumer interest. This strategic approach also points towards the strong centrality of Internet marketing for the airline industry. With advertising geared specifically for consumer’s browser history and selections, the ability for Jet Blue to engage the consumer in an even direct way has strong implications. In these regards, involving consumers in YouTube videos that focus on Jet Blue airlines can be noted to have the subsequent effect of giving Jet Blue airlines prominence in Internet searches for possible airfares. Ultimately this strategic approach creates brand awareness and has the immediate pro-active benefit of placing Jet Blue in more prominent search positions. II. The next article under examination is “ JetBlue's 'All You Can Jet' Pass Sells Out’. This article considers elements surrounding JetBlue’s implementation of the ‘ All You Can Jet’ pass. The article notes that, “ JetBlue debuted its \$599 " All You Can Jet" promotion Aug. 12, a deal that garnered

nationwide attention for offering customers all the flights they could take between the airline's 56 cities starting Sept. 8 and ending Oct. 8" (Mutzabaugh, 2009). Because of the strong popularity of the pass, it sold out, resulting in JetBlue to eliminate it as a purchase option. JetBlue was not the only entity that was surprised by this product's widespread popularity. The article notes that other insiders were very surprised at this item's popularity, and heralded the creative and innovative aspects of the promotion. One of the notable elements of this promotion is that even while it was successful, it's not believed that other airlines would be able to adopt this promotion. While this may be in part contributed to belief that the profit margin is not extensive enough to make the product worth taking on, it also seems apparent that the particular structure of JetBlue's airline allows them to offer these pass flight options. In terms of innovation, one must commend JetBlue for their ability to develop such a promotion that functions so effectively in terms of the contemporary recession, and restricts further market competition or co-optation. The success of this pass program also points to perhaps a changing trend in society, with a similar shift occurring between the Blockbuster Video to Netflix mode of video rentals. III. The final article under examination is ' Blue Skies Ahead' (Rush, 2001). This article provides a broad overview of the JetBlue airline. Written before the two previous articles, this examination occurs at the airline's formative period. The main considerations in this article are the ways that the airline responds to the stagnant airline industry and provides innovative branding techniques in response to these industries. In terms of market share, it's noted that JetBlue provides low cost airfare and a quality flight experience that competes with

the larger airline industries. It's noted that internal management are major concerns in the airline's success, as quality of service, including flight attendants are heavily emphasized; this results in return customers even when major airlines are able to offer competitive rates. The article considers how JetBlue was able to establish its brand integrity and market share with such alacrity. In these regards, careful consideration was given to the 'JetBlue' name as it illustrates both the quality nature of the organization and its obvious mechanism as an airline flying into the blue. The airline then implemented strategic ads to begin a word of mouth dissemination of its product. One of the main insights that can be gleaned from this is that the predominant area of success was not in the branding or marketing (although these elements certainly helped), but in the innovative product design. This product innovation and the market need for such a product, in a sense helped the airline take flight without costly marketing overhead. References Mueller, D. (2009). Jet blue's youtube marketing strategy. Retrieved from <http://www.dmueller.com/2009/06/18/domain-names-domains/jetblues-youtube-marketing-strategy/> Mutzabaugh, B. (2009). Jetblue's 'all you can jet' pass sells out. Retrieved from http://www.usatoday.com/travel/flights/2009-08-19-jetblue-suspends-all-you-can-jet-sale_N.htm Rusch, Robin. D. (2001). Blue Skies Ahead. Retrieved from http://www.brandchannel.com/features_effect.asp?id=41