



Case Study: Brandwich jetBlue Program

Objective:

To promote the jetBlue brand and develop consumer goodwill in a geographically targeted program

Markets:

Los Angeles & Orange County, CA

Solution:

A Brandwich sandwich wrap program combined with a free giveaway of Terra Blue chips with each sandwich!

Program Details:

Brandwich hand delivered our proprietary paper to our contracted network of delis, sub shops and cafés for use in wrapping their sandwiches. In addition, we specially trained those venues on implementing the free chip portion of the program. Finally, in addition to delivery personnel visiting the venues to restock them, we sent secret shoppers into the venues to ensure the program was running smoothly.

Results:

- ✓ 150,000 free Terra Blue chip samples distributed
- ✓ 250,000 executions (sandwiches)
- ✓ Extremely high consumer engagement and brand awareness



“The Way to a Consumer's Heart is Through Their Stomach!”