



**Market**  
New York City and Boston

**Campaign Dates:**  
August – October 2024

**Targeting**  
A18+

**Media**  
Digital Bus Shelters,  
& Digital CIPs



Goal

The study measured the effectiveness of JetBlue’s campaign by evaluating brand awareness, consideration, brand opinion, campaign recall, and message takeaway.

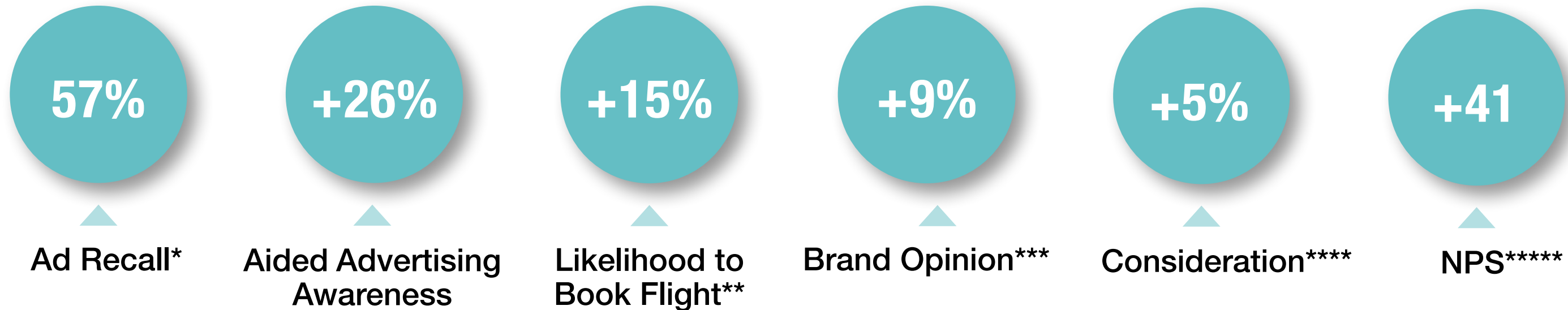


Strategy

The study used MFour’s location technology to track exposure, created control and exposed groups, and sent surveys within 24 hours of ad exposure.



Results:



\*MFour benchmark (38%)

\*\*Lift from Unexposed (78%) vs Ad Recognizers (93%)

\*\*\*Lift from Unexposed (75%) vs Ad Recognizers (84%)

\*\*\*\*Lift from Unexposed (83%) vs Ad Recognizers (88%)

\*\*\*\*\*Net Promoter Score (NPS) - a measurement of a customer’s willingness to recommend a company’s product - increased from +30, indicating stronger advocacy.

Ad Recognizers are a subset of the exposed group