



 **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:



57%



Ad Recall\*



+26%



Aided Advertising Awareness



+15%



Likelihood to Book Flight\*\*



+9%



Brand Opinion\*\*\*



+5%



Consideration\*\*\*\*



+41



NPS\*\*\*\*\*

\*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