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ADVERTISING

Ailing Delta Draws Attention to NY Hub

AS THE POSSIBILITY OF BANKRUPTCY protection looms large, Delta Airlines will aim to show it is a committed, long-term player with an integrated campaign in hub markets and a "World of reasons" initiative in New York centered around a 30-story mural.

"This showcases one of our strengths, the JFK [Airport] network."

Delta will have an understated presence on the mural, designed by *New Yorker* artist/humor writer Bruce McCall, to be unveiled July 22. The original artwork, which will be seen by an estimated 750,000 people daily, shows the

cityscape looking down 8th Avenue yet features landmarks from 17 cities, including the St. Louis Gateway Arch, the Eiffel Tower and Rome's Colosseum.

Starting this week, street crews dispatched by Ignition, New York and Atlanta, will cruise in Mini Coopers outfitted to look like Delta Jets and covered with mural magnets. They'll give away snapshots of passersby posing near the mural and invite consumers to pull a die-cast tchotchke off the cars for a chance to win round trip tickets. An online sweepstakes in August dangles free international flights by offering entry to players who identify 12 of the 17 mural destinations.



Paris on the Hudson: Delta's landmark mural in New York.

"This wall showcases one of our strengths, the JFK [Airport] network, which has been expanded by 40% over the past six months," said Carter Etherington, gm of U.S. marketing communications. He added that Delta offers the most non-stops from JFK.

Delta will mention other reasons to fly the No. 3 carrier, including flight frequencies, Crown Royal Club, rich SkyMiles loyalty program, and a heritage of customer service—in TV, radio, out of home and Internet ads, *sans* tagline, created by BrightHouse Live, Atlanta. Other Delta hubs in Atlanta, Cincinnati, Dallas/Ft. Worth and Salt Lake City will also roll integrated campaigns.

Mike Beirne