

Delta Air Lines Online Advocacy Campaign

DeltaTakingAction.com



Setting a Strategic Foundation

Our Objective:

To be recognized by key stakeholders as a trusted, valued and instrumental partner in Washington.

Our Approach:

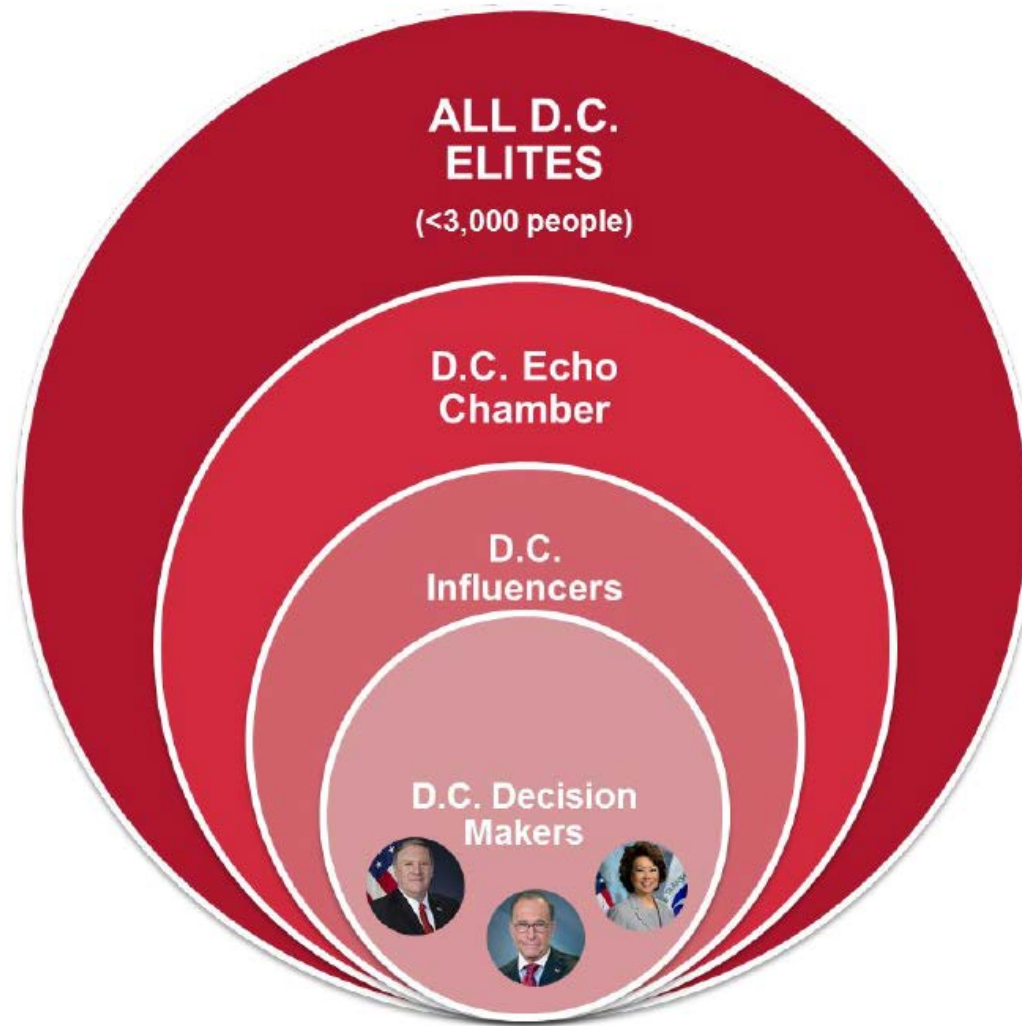
To shape key stakeholders' understanding and perspectives about the airline industry and the Delta brand.

Build a platform to tell the Delta story and positions on a number of important issues.

Project Focus:

1. Establish Delta as a thought leader.
 - Serve as a resource for policy makers
 - Amplify the reach of Government Affairs by expanding its D.C. footprint
2. Help Delta cultivate relevancy inside the Beltway.
 - Build affinity for the Delta brand
 - Build relevance and show commitment to D.C.

Who are we trying to reach?





1. AUDIENCE 1 PERSONA



EMILY S.

AGE: 45

EDUCATION: B.S. in
Communications
and Public Policy,
UCLA

*"Where does Delta
stand on the issues I
care about?"*

Emily has lived in Washington, D.C.. and has worked as a Capitol Hill staffer for almost 20 years. She now works for a Republican senator who's a member of the Committee on Commerce, Science, and Transportation. She has worked on airline-related issues for a number of years.

Emily is familiar with Delta's issues and knows members of its government affairs team. She knows enough to carry a conversation and can tell you her views on the FAA reauthorization and what the holdups may be. Emily is a frequent flier and experiences the routine hiccups that come with frequent travel.

Emily's Media Consumption Habits:

- Like **86%** of D.C. Opinion Elites or Influencers (OEI), Emily is a heavy smartphone user.
- The top three ways that she has used the internet in the past 30 days include Search, Social Networking and consuming National News.
 - In the last 30 days, nearly **90%** of D.C. OEIs have used search,
 - **81%** have used some form of social networking (with **63%** spending between 0 – 2 hours a day on social networks), and
 - **62%** have consumed national news

BELIEF CHANGE / DESIRED ACTION

Current Belief: I know Delta is taking steps to improve its experience and is better than a lot of other airlines. Their staff are knowledgeable and friendly, but I've heard that it hasn't been the easiest to work with them. I'm not totally clear on what they stand for in terms of policy and my friends in the associations don't seem to think they're good partners.

Interim Belief: I didn't realize that Delta actually does a lot in D.C. and for the community. Getting more information from them about their policy positions has been easier than I'd anticipated.

Desired Belief: It sounds like Delta is actually committed to D.C. and my work. They've been a good resource for me and I've learned more about their work in just these last few months.



1. AUDIENCE 2 PERSONA



TIM K.
AGE: 62
EDUCATION: MBA,
B.S. Economics and
Finance,
Northwestern

*"Is Delta doing anything
I can leverage for my
own causes?"*

Tim has lived in Washington for 25 years and worked in a lot of jobs around town, from Capitol Hill to the administration to a think tank, K street and now the US Chamber of Commerce. Tim has a big Twitter following where he comments on politics, food and sports. He isn't a big traveler but it's part of his life.

Tim has worked on a lot of issues over his career, mostly domestic, but he only has a 10,000-foot understanding of the issues Delta cares about. He has a lot of friends in the media, partly from his time in a group house with friends that wrote for POLITICO and his college roommate just got elected to Congress.

Tim spends most of his evenings shuttling his kids around. He keeps cable news on in the background or a ball game, but mostly he's working in the evening or reading the news online.

Media Consumption Habits:

- Primary second-screen activities of Opinion Elites or Influencers:
 - Reading emails (60.1%)
 - Using social media (38.1%)
- Tim is a cable subscriber like 74% of OEs and primarily watches cable news and sports.
- He also subscribes to The Washington Post (as do 33% of OEs)

BELIEF CHANGE / DESIRED ACTION

Current Belief: I don't know much about Delta but to me they're all the same. I'm happy when US companies are successful and I try to stay quiet about Chamber members, but when a scandal happens I know it was the airline's fault immediately.

Interim Belief: I didn't realize how innovative Delta was or that they've done a lot more for the D.C. community than we've given them credit for. I'm willing to give them the benefit of the doubt the next time a story pops up.

Desired Belief: Working with Delta has been positive overall – I've subscribed to their policy newsletter. I wish United would follow their lead and keep us updated on industry issues. I think Delta may be a good office to reach out to on my next Chamber project.



1. AUDIENCE 3 PERSONA



DOUG L.

AGE: 38

EDUCATION: B.S.
Journalism and Public
Affairs, University of
Pennsylvania

*"Should Delta be a part
of this story?"*

Doug recently took a new reporting job at the Washington Post. Before that, he cut his teeth at POLITICO Pro where he covered congressional issues, and filed a few stories on transportation mark-ups. Doug is covering national politics now, hoping he can get a job as an embed during the 2020 election cycle.

Doug travels a lot and he's pretty patient with travel hiccups and doesn't complain. He's not loyal to any one carrier but rarely flies Delta because he mostly travels only from DCA.

Doug is on Twitter because as a reporter you kind of have to be, but he's not in love with it and mostly just retweets others or uses it to follow the news. He considers himself independent but he's got a healthy activist streak and likes to think he sticks up for the little guy.

Media Consumption Habits:

- As an Opinion Elite or Influencer, Doug is part of the **61%** of airport travelers who fall into this category as do **72%** of Acela riders.
- He is part of the **40%** of OEI's that follow a D.C. sports team on social media, and the **33%** who's preferred cable channel is ESPN.
- Besides search, social networking and news, Doug also uses the internet for restaurant recommendations and reviews (**62.4%** of OEIs), shopping (**71.4%**) and to check for weather updates (**76.6%**).

BELIEF CHANGE / DESIRED ACTION

Current Belief: Delta is just like every other airline. They're all the same, but it's fine. I've had to call on Delta for a story once or twice and it was a decent experience, but in general I don't trust them – for that matter, I don't trust any major airline.

Interim Belief: Maybe I misjudged Delta – they're not as bad as some of the other airlines out there. They're latest efforts in engaging the D.C. media circuit are actually quite compelling. Might be worth looking for quotes or statements from their new site the next time I have to file a story that involves the airline industry's policies.

Desired Belief: I'll still approach the industry with skepticism and I think I always will. With that being said, covering their D.C. community outreach efforts in my story last month was well received by my readers. Maybe I'll reach out to them for my next story about the latest tax reform plan.

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Delta's D.C. Digital Ad Campaign



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Workforce Development

DELTA EMPLOYS MORE THAN

10,000

VETERANS.

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THE NEXT GENERATION
OF PILOTS AND TECHNICIANS.
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Innovation

BY 2023,

5 AIRPORTS
WILL LOOK LIKE

\$12 BILLION BUCKS.

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DELTA

EXPLORE THE DIFFERENCE >

Selling digital to leadership, reporting up

- Visuals, visuals, visuals
- Tell a story – go beyond the data
- Create a sense of urgency
- Make it fun!

Questions?

