DR9RK3: SIX CONTINENT SABBATICAL

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DELTA SKYTEAM

DIGITAS

SIX CONTINENT SABBATICAL

Six People. Six Life-Changing Experiences. One Airline.

VIDEO

TRAVEL CHANGES YOU.

When you go out and see the world, you return with a new perspective, new ideas about your life and how you see others — and yourself. And that notion is even timelier today, as we feel a little more reflective and look for inspiration outside of our boundaries.

Travel has always moved people both physically and emotionally. Now, as Delta expands its service to six continents, there's no better opportunity to be that conduit.

WHY A SABBATICAL? WHY DELTA?

This is not a vacation — it's a life-changing experience. It's a chance to rediscover your passions, reconnect with yourself and re-chart your course. You're raising the white flag to monotony and reawakening the reason you get out of bed in the morning.

With over 370+ destinations around the globe, it's an experience only the world's largest airline can provide. With exposure in every channel, the buzz will be as far-reaching as our planes.

Sabbaticals were named "one of the five new bold ideas for business excellence" in a 2006 report, When Work Works: New Ideas from Winners of the Alfred P. Sloan Awards for Business Excellence.

In **Harvard Business Review's 2005** *"Annual List of Breakthrough Ideas,"* sabbaticals were described as an idea in the *"state of becoming."*

I NEED TO GET LOST
TO FIND WHERE
I'M GOING.

WHAT'S THE OBJECTIVE?

Delta is more than global – it's worldly. This is an opportunity to build awareness around this core value while increasing revenue by inspiring people to engage with the brand on a physical and visceral level.

Grand prize: Six people will win a sabbatical to one of the six continents that we fly to. Each will be invited to bring a guest along on their trip.

Secondary prizes: Leveraging our partners as well as our route map, we'll implement instant win programs, Delta giveaways, etc.

Throughout the promotion SkyMiles bonus miles will be offered as incentive for continued engagement.

WHAT IF PEACE WASN'T JUST A HAND SIGNAL?

HOW DOES IT WORK?

Travel is personal and the Sabbatical experience even more so. This is the foundation of our engagement.

Entry for the grand prize will require a brief write-up on their dream sabbatical. Requiring this type of entry allows for the richness of a sabbatical (as opposed to a regular vacation) to be conveyed. Additionally, the requirement speaks more to our Global Affluential target rather than to a broad general population.

In addition, all Grand Prize entries require SkyMiles membership further bolstering acquisition and conversion efforts.

Entrants select a continent of their choice and are asked what they would like to do on their sabbatical. Responses will be limited to a certain length via character count, and be pre-screened and posted to the microsite.

Responses posted on the microsite will be open to voting by visitors. Voting can also be done via IFE. The top selections (exact number TBD) will move to the semi-finals. The semi-finals will be judged by a panel of travel writers and other travel “experts,” including Delta’s CEO, to select the top 6 (one for each continent) who will win their Sabbatical.

WHAT IF MY SOUL MATE SPEAKS A DIFFERENT LANGUAGE?

SUSTAINED ENGAGEMENGT / INSTANT WIN

To sustain engagement and build brand we will promote a parallel track of secondary prizes, which carry through the concept element of “Sabbatical” while further promoting the 375 destinations Delta flies to.

The microsite will offer visitors the option to enter the Instant Win prize giveaway in addition to (or instead of) entering for the Grand Prize. Daily giveaways will be themed around “mini-sabbaticals” supported by Delta and Delta partners. Winners will be announced to encourage entries and validate the chances of winning.

Instant Win participants are not required to be SkyMiles members but will be treated as an acquisition target.

HOW DO WE SHARE?

Each winner's sabbatical will be filmed, chronicled and distributed throughout media channels. This will provide Delta with considerable branded content for ongoing promotion of the 6 continents messaging.

PHASE	ONE: AWARENESS JULY / AUGUST	TWO: ENGAGEMENT AUGUST / SEPTEMBER	THREE: FULFILLMENT SEPTEMBER / OCTOBER
OBJECTIVE	• Raise awareness of Delta's expanded service • Tease the forthcoming contest • Incent purchase/travel.	• Engage customers with Delta's size & scope through contest elements • Encourage contest participation and entry • Incent purchase/travel	• Engage customers with Delta's size and scope through the content of the winners experiences • Incent customers to build their own sabbatical
TARGET	• SkyMiles Members + their network • Delta customers + their network • Delta Employees	• SkyMiles Members • Delta Customers • Key NY Sales Account • Global Affluentials • NY Premium Business Travelers	• SkyMiles Members • Delta Customers • Key NY Sales Accounts • Global Affluentials • NY Premium Business Travelers • Opt-in participants
ENGAGEMENT		**Direct Communication:** • Email/O statement • Delta.com • Kiosk • DM **Cross-channel mass messaging:** • Digital (Search, OLA, Social) • OOH/Street Level • Sponsorship/Partnerships • Print	**Direct Communication:** • Email/O statement • Delta.com **Cross-channel mass messaging:** • Digital (OLA, Social) • OOH/Street Level • Sponsorship/Partnerships • Video Content • Print