



CAMPAIGN: RETROFITTED AIRBUS LAUNCH – SFO AIRPORT

CLIENT: ALASKA AIRLINES

AGENCY: SOUTHPORT MARKETING, INC.

Alaska Airlines debuted its first retrofitted Airbus through a custom built, private media event located at the Alaska terminal of the San Francisco airport.

In collaboration with Alaska's creative team, Southport fabricated and produced a fully enclosed, built-out structure at the terminal gate. Elements included perimeter walls, a multi-level frame unit, counters, signage, and display units. We worked with the various airport entities to truck in, build and disassemble the entire structure inside the Alaska gate over the course of 48 hours.

The event created several areas where guests could experience, first-hand, the new Airbus enhancements that included:

Lounge Zone: A preview of the new Alaska Lounges while guests received a Starbucks beverage from the custom-built coffee bar.

On-Board Food Zone: Alaska's new West Coast-inspired menu was provided for guests to sample.



Tech Zone: Updated seat backs were displayed, where guests checked out the new tablet holder with iPads to view Alaska's In-Flight Entertainment offerings and enhanced Wi-Fi services.

Touch Zone: Selections from Alaska's new uniform line up, created by Seattle designer Luly Yang, were showcased, along with a deconstructed Recaro airplane seat.

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Guests were then taken on the first flight of the retrofitted Airbus, which was used to further highlight a series of enhancements made to the Alaska Airlines product over the year including mood lighting, a fresh, West Coast-inspired menu, enhanced satellite Wi-Fi, new Lounge program and more.



Results:

This event successfully created an experience for Bay Area guests and media, that brought together Alaska's new offerings and showcased how Alaska Airlines was "next leveling" their product.

The private event included media, influencers, local business partners and Alaska executives to partake in the day's exclusive, first look of the Airbus. Alaska executives including Ben Minicucci (President and COO), Andrew Harrison (EVP and Chief Commercial Officer), and Sangita Woerner (SVP of Marketing and Guest Experience) provided a Q&A opportunity to introduce the new elements for the guests.

As such, Alaska garnered both local and national media coverage that reflected an excitement for the launch of the updated Airbus and successfully showcased all the new offerings and thoughtful touches that passengers would soon be experiencing.