

AMERICAN AIRLINES – STRATEGIC CREATIVE BRIEF

BACKGROUND / BUSINESS CHALLENGE

American Airlines (AA) aims to **boost total bookings +15 % in Q3 '25 and +20 % in Q4 '25 while lifting customer satisfaction**, then parlay that momentum into long-term leadership in the burgeoning Business-&-Leisure (“bleisure”) space.

Competitive context underscores why this matters:

- * Summer-2024 data show AA mishandled **9.8 bags per 1,000** travellers—~65 % worse than Delta (5.9) (qz.com).
- * Delta also tops J.D. Power’s 2024 premium-economy satisfaction study, with AA third (jdpower.com).
- * Yet AA wins on **lower seat-selection fees** vs both Delta and United (nerdwallet.com).
- * Frequent-flier threads reveal frustration around the complexity of the new Loyalty Points system (reddit.com).

The upside is clear: fix pain points, spotlight value, and AA can seize disproportionate share among frequent travellers who stitch leisure time onto work trips.

TARGET AUDIENCE & KEY INSIGHT

Who: U.S.-based professionals aged 25-45 who fly 4-10×/year for work and tack on personal days (“bleisure” travellers). Tech, consulting, and creative-class roles, mid-income to high-income.

Mindset: Time-starved, experience-hungry. They feel every work trip “earns” them a mini-escape. They reward brands that remove friction and instantly unlock personal adventures.

Key insight: *“If my airline turns the grind of a work trip into the highlight of my week, they get my loyalty every time.”*

PROPOSITION / THE BIG IDEA

“Turn the business trip into your best trip.”

AA becomes the carrier that rewards hustle on the spot: seamless booking, workstation-ready cabins, and loyalty perks that flip immediately into leisure moments.

DESIRED OUTCOME / OBJECTIVES

- **+15 % bookings** Q3 '25 (Aug–Sep vs. prior year).
- **+20 % bookings** Q4 '25 (Oct–Dec vs. prior year).

- **+5-pt NPS** by Dec 31 '25.
- **+10 % AAdvantage engagement** (app opens, loyalty points earned) by year-end.

TONE OF VOICE

Confident, pragmatic, optimistic. Speaks the language of busy professionals who crave efficiency but refuse to waste days away from life's joys. Minimal jargon; friendly understatement.

MANDATORIES & CONSTRAINTS

- **Budget:** USD 2.5 MM total (USD 500 K creative & prod., USD 2 MM media).
- **Deadline:** Launch in-market **16 Aug 2025**.
- **Brand:** Adhere to AA visual/voice guidelines; secure Legal approval by **01 Aug 2025**.
- **Must-avoids:** No references to travel to **Israel or Iran**.

INITIAL THOUGHTS / MEDIA STARTERS

1. **Programmatic CTV & Streaming Sports:** Sunday-night hotel IP targeting to capture Monday business flyers.
2. **LinkedIn Conversation Ads:** Offer instant upgrade bids on "commuter" routes.
3. **TikTok #BleisureHack Creator Series:** Influencers stitch a one-day mini-vacay onto a work itinerary.
4. **Reddit AMA + Promoted Posts** in r/americanairlines & r/travel featuring AA Ops and AAdvantage leads to address baggage reliability.
5. **In-App "Weekend-on-Us" Surprise:** Push notification moments before departure offering bonus Loyalty Points if traveller extends stay through weekend.