



**DELTA**

***Soaring to  
New Heights  
with SkySnacks***

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# TABLE OF CONTENTS

- 3** Executive Summary
- 7** Opportunity Statement
- 8** Goals & Objectives
- 9** Audience & Personas
- 13** Marketing Strategy
- 16** Communication Objectives
- 17** Multi-Channel Tactics
- 18** Content Planning
- 29** Monitoring & Optimization
- 31** Budget & Return
- 40** Conclusion & Call to Action

# EXECUTIVE SUMMARY

## WHAT IS IT?

**SkySnacks:** A product launch of custom, personalized in-flight snack boxes to take customer experience to new heights.

SkySnacks include 5 full-sized snacks and will cost \$15. They can be purchased online while booking, or on-flight during select times.

## HOW WILL IT BE DONE?

- Digital Marketing Campaign via Instagram, TikTok, Twitter & Facebook
- Collaboration with 4 TikTok Influencers: Brooke Lynn, Milne, Rio Travellers & City Girl Gone Mom
- Build Your Own Box (BYOB) Contest, SkyMiles Bonuses, Giveaways, and Coupon Codes
- Interactive blog posts
- Emails
  - Mass-distributed emails to Delta's mailing list
  - Targeted emails to customers with upcoming flights

## BUDGETS & REVENUE

- Total Cost
  - \$87,250 content production
  - \$150,000 advertising spend
- \$455,859 total revenue and overall 3.04:1 ROAS

# ALL ABOUT DELTA

Delta Air Lines is an international airline serving over 200 million customers annually, providing service to over 250 destinations on 6 continents. Delta is committed to providing customers with high-quality, trustworthy service. The company has a "Delta Promise" to put customers first. **Safety, reliability, and comfort are at the forefront of everything Delta does.**

## DELTA'S MISSION

*To connect people to opportunities while expanding the understanding of our planet and the people within it.*



# DELTA'S COMPETITORS

Delta has three main competitors: **Southwest Airlines, United Airlines, and American Airlines**

## SOUTHWEST AIRLINES

**Southwest** 

Southwest's Mission: *To connect People to what's important in their lives through friendly, reliable, and low-cost air travel.*

Provides Service To: *120 destinations across 1 continent*

Snack Offerings: *Complimentary snacks, no additional snacks for purchase*

## UNITED AIRLINES

**UNITED** 

United's Mission: *To create an inclusive work environment, characterized by dignity and respect, that empowers every employee to serve the global marketplace and contribute to our success."*

Provides Service To: *300 destinations across 5 continents*

Snack Offerings: *Complimentary snacks, as well as individual snacks and snack boxes available for purchase.*

## AMERICAN AIRLINES

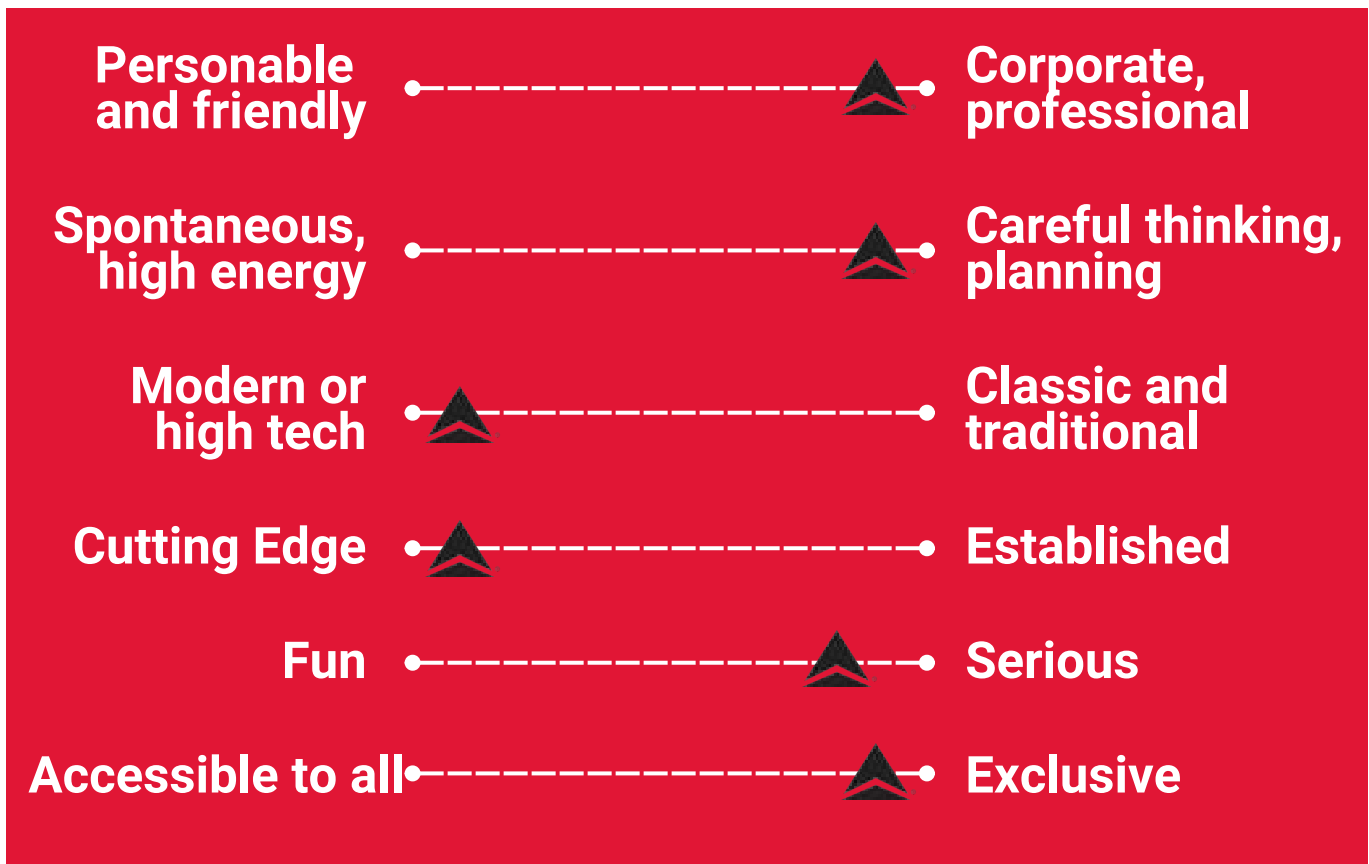
**American Airlines** 

American's Mission: *To provide every citizen of the world with the best service of the air travel to the extensive selection of destination possible.*

Provides Service To: *250 destinations across 5 continents*

Snack Offerings: *Complimentary snacks, as well as individual snacks available for purchase.*

# DELTA'S BRAND IDENTITY



## DELTA'S WHITESPACE

### POINTS OF DIFFERENTIATION

The Delta Difference is what makes Delta different from its competitors.

**Delta constantly provides excellent customer experience from take-off to touch-down. Delta truly takes flying to the next level with exceptional customer service and experience.**

Additionally, in comparison to its competitors, Delta flies to the most continents, expanding their customer-base globally.

# COMPETITIVE ADVANTAGE

Delta has a clear competitive advantage over its competitors.

**Delta is a well-known, established, and trusted airline.**

**Delta has strong brand awareness.**

# OPPORTUNITY IN THE MARKETPLACE

To continue to provide an unparalleled customer experience, **Delta needs to focus on its snack offerings for consumers.**

Delta does not offer the option to buy snacks individually; they offer the option to purchase snack boxes. Consumers rarely purchase these boxes because they don't like every snack the box has to offer, which turns them away from purchasing.

Therefore, there is a need for new, customizable snack box options for Delta to continue to excel in customer service and continue to go above and beyond for their customers.



# GOAL & OBJECTIVE

## GOAL

To be the world's most trusted and admired airline while delivering an unparalleled customer experience.

## OBJECTIVE

To sell more in-flight snacks.





# DELTA'S AUDIENCE

Delta's overall target market is anyone passionate about travel, including those who travel for business & leisure. Delta targets those who are middle and upper class due to their ticket prices being slightly higher than their competitors.

## FOR SKYSNACKS

With the SkySnacks product launch, Delta will specifically target its Frequent Fliers.

### CHARACTERISTICS OF THE IDEAL TARGET MARKET

- 20-45 years old
- Live in or near a major U.S. travel or business destination
- Value convenience
- Value personalized and unique experiences
- Love sharing their experiences with others, whether it's family, spouses, friends or coworkers
- People who love to snack!

# DELTA'S PERSONAS

## BUSINESSMAN BEN

Age: **28**

Income: **\$130,000**

Geography: **Lives and works in Atlanta, GA**

Gender: **Male**

Education Level: **BBA Accounting and MAcc from UGA**

Family Information: **Single, never married**

### NEEDS & WANTS

- A cup of coffee in his hand at all times

### INTERESTS & ASPIRATIONS

- Going to studio cycling classes with his girlfriend
- Having a Spotify playlist for every occasion
- Wanting to be CFO of his company one day

### FEARS & FRUSTRATIONS

- Not advancing in his company
- Not spending enough time with his dog
- Tarnishing his reputation within his company

### MOTIVATIONS

- Having a healthy work-life balance
- Starting a family one day



# STAY AT HOME SALLY

Age: **34**

Income: **\$0**

Geography: **Lives in Huntsville, AL**

Gender: **Female**

Education Level: **BA in Social Work from Auburn University**

Family Information: **Married with 2 kids**

## NEEDS & WANTS

- The trendiest, designer purse at any given time

## INTERESTS & ASPIRATIONS

- Going to pilates with her friends
- Launch her own boutique once her kids are older

## FEARS & FRUSTRATIONS

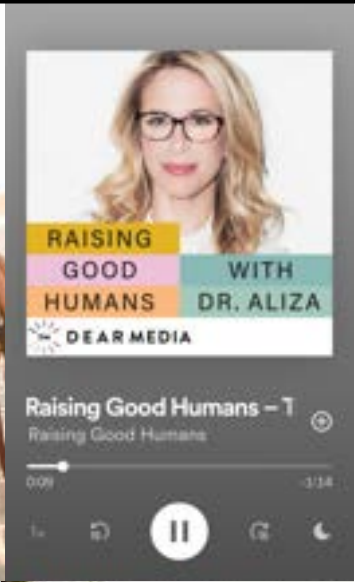
- Missing out on watching her kids grow up
- Not traveling the world with her family

## MOTIVATIONS

- Spending quality time with her family, while still reserving time for herself to do what she enjoys



**BEN**



**SALLY**

# MARKETING STRATEGY

## NEW PRODUCT LAUNCH

### THE BIG IDEA

#### *SkySnacks*

The option to take your flight to new heights with a personalized snacking experience.

### WHAT IS IT?

SkySnacks is a new offering from Delta. SkySnacks will be full of 5 full-sized snacks and available for purchase while booking a flight and on-board at select times. Customers can choose from 4 snack box options or build their own SkyBox.

When customers walk onto the plane, their SkySnacks will be waiting in their seats for enjoyment before, during, and after the flight.

SkySnacks are made for consumers to enjoy themselves, or they are perfect for sharing with family, friends and coworkers.

# WHY CAN DELTA DO THIS?

Delta constantly strives to provide its customers with a unique flying experience. However, Delta's current selection of snack boxes does not appeal to all of its consumers, as the combinations are not desirable for most customers.

To continue to excel in innovation and customer service, the introduction of SkySnacks will help take Delta to new levels

## INTRODUCING... THE SKYSNACKS LINE UP

 DELTA  
SKYSNACKS

## BALANCED BREAK



## FAMILY FUN BOX



## MUST-HAVE MIX



## SWEET SNACK PACK



## CREATIVE COMBO

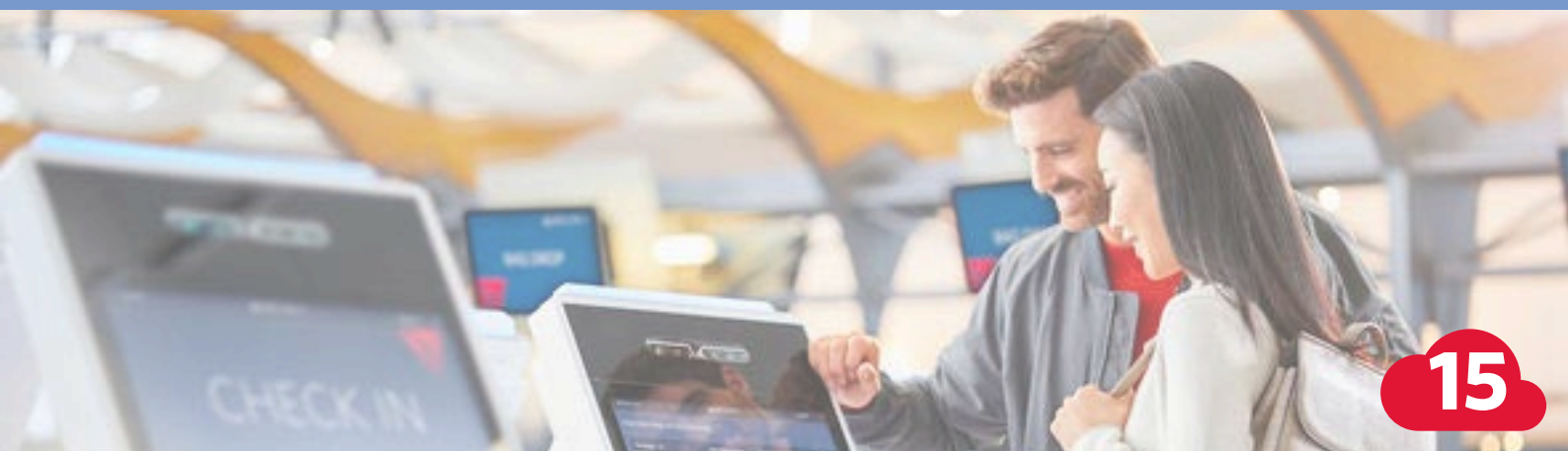
Build Your Own  
SkySnacks Box!  
Choose your own  
combination of 5 snacks!



# HOW WILL DELTA DO THIS?

Delta will successfully launch this product utilizing a digital marketing campaign. The campaign will be executed on Delta's existing platforms in combination with influencers. The campaign to help take Delta and SkySnacks to the next level. Additionally, there will be contests and giveaways for customers to participate in. As well as rewards such as coupon codes and SkyMiles bonuses throughout the campaign.

With the introduction of SkySnacks, Delta will continue to make flying an enjoyable, relaxing experience. The product eliminates the stress of searching for pre-flight snacks, with box combinations built for all users' snacking needs. Additionally, the product provides a sense of belonging by being in the customer's seat upon arrival on the aircraft.



# COMMUNICATION OBJECTIVES

<i>Buying Stage</i>	<i>Purpose</i>	<i>Methods &amp; Platforms</i>
<b>TOFU</b>	To generate awareness of SkySnacks	<ul style="list-style-type: none"> <li>• Instagram feed and story posts</li> <li>• Facebook &amp; Twitter posts</li> <li>• TikToks on Delta's page and influencers' pages</li> <li>• Email announcement</li> </ul>
<b>MOFU</b>	To entertain and generate consideration	<ul style="list-style-type: none"> <li>• Interactive Instagram posts</li> <li>• Interacting with #SkySnacks on Twitter</li> <li>• Quizzes on blog</li> <li>• Emails sent to customers with upcoming flights</li> </ul>
<b>BOFU</b>	To encourage trial & purchase	<ul style="list-style-type: none"> <li>• Testimonial Tuesday on Instagram</li> <li>• Coupon code</li> <li>• Advertise on Instagram, Twitter &amp; Facebook</li> <li>• SkyMiles Bonus</li> </ul>
<b>Evangelize</b>	Increase brand loyalty & repeat purchases	<ul style="list-style-type: none"> <li>• <b>Contest:</b> SkySnacks box building contest               <ul style="list-style-type: none"> <li>◦ BYOB: Build Your Own Box</li> </ul> </li> <li>• <b>Giveaway:</b> Free SkySnacks for a year</li> <li>• Advertise on Instagram, Twitter &amp; Facebook</li> </ul>



# MULTI-CHANNEL TACTICS

## INSTAGRAM

- Interactive Instagram feed and story posts
- SkySnacks highlight on profile after launch
  - Video of how to add SkySnacks to your flight
- Posts about coupon codes, SkyMiles bonus opportunities, contests & giveaways
- Testimonial Tuesday
- Places in the Funnel: TOFU, MOFU & BOFU

**SUCCESS METRIC:**  
ROAS

## TWITTER

- Interactive tweets to generate awareness
- Retweeting tweets with #SkySnacks
- Places in the Funnel: MOFU & BOFU

**SUCCESS METRIC:**  
ROAS

## TIKTOK

- Collaboration with 4 influencers
  - PR packages during launch
  - Content of them using SkySnacks
- How to add on SkySnacks
- SkySnacks Shorts
- Announcement of BYOB Contest
- Place in the Funnel: TOFU

**SUCCESS METRIC:**  
ROAS

## FACEBOOK

- Interactive feed and story posts to generate awareness about SkySnacks.
- Posts about coupon codes, SkyMiles bonus opportunities, contests & giveaways
- Places in the Funnel: TOFU

**SUCCESS METRIC:**  
ROAS

## BLOG POSTS

- All About SkySnacks post launch
- Interactive quizzes:
  - "Which SkySnack are you?"
  - Answer 5 questions and we'll tell you which SkySnacks pack to add to your flight
- Places in the Funnel: MOFU & BOFU

**SUCCESS METRIC:**  
WEBSITE CLICKS

## EMAILS

- Exclusive SkySnacks email offers
- "Meet the SkySnacks starting lineup" email
- Emails about coupon codes, SkyMiles bonus opportunities & giveaways
- Places in the Funnel: TOFU, MOFU & BOFU

**SUCCESS METRICS:**  
WEBSITE CLICKS &  
PRODUCT SALES

# CONTENT PLANNING

## SAMPLE CONTENT CALENDAR: FEBRUARY

WEEK 1	WEEK 2	WEEK 3	WEEK 4
<b>Instagram</b> "Something big coming this spring..."	<b>Instagram</b> Announce launch of SkySnacks	<b>Instagram</b> Interactive feed & story posts	<b>Instagram</b> Posts of customers with SkySnacks on plane
	<b>TikTok</b> The Bucket List Family & Brooke Lynn Milne unbox PR packages	<b>TikTok</b> Exploring and explaining each of the SkySnack options	<b>TikTok</b> Brooke Lynn Milne building her own SkySnack box
<b>Email</b> "Something big is coming..."		<b>Email</b> How to add SkySnacks to your next flight	<b>Email</b> Announce Build Your Own Box (BYOB) Contest
	<b>Twitter</b> Announce launch of product and #SkySnacks	<b>Twitter</b> Retweeting those who use #SkySnacks Interactive Tweets	<b>Twitter</b> Poll: Which of our new SkySnacks is your favorite?
	<b>Blog Post</b> Quiz: Which new SkySnack are you?		<b>Blog Post</b> Quiz: Which SkySnack should you order for your next flight?
	<b>Facebook</b> Announcement of SkySnacks	<b>Facebook</b> Interactive feed posts	<b>Facebook</b> Explanation of each of the box options

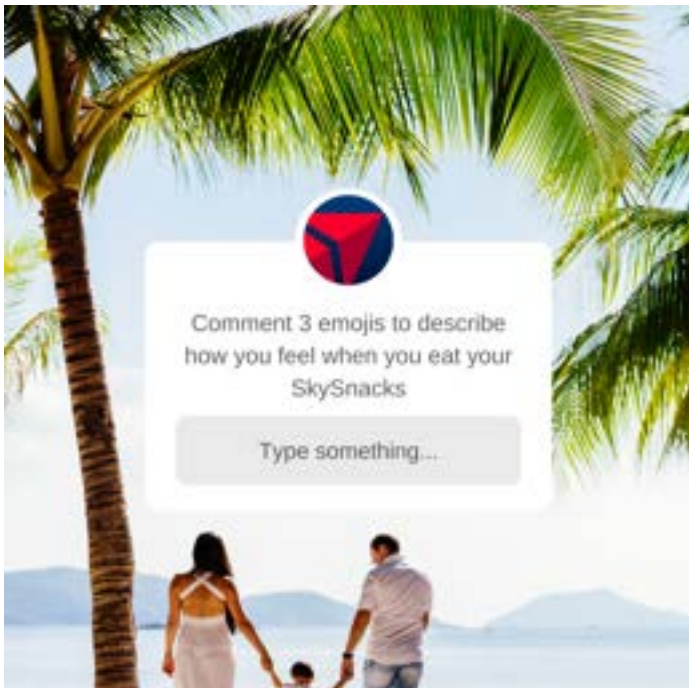
# SAMPLE POSTS: INSTAGRAM



**Copy:** You heard it here first...  
**Communication Objective:**  
Generate awareness & increase engagement



**Copy:** Sharing is caring.  
**Communication Objective:**  
Generate awareness & increase engagement



**Copy:** We'll go first...  
**Communication Objective:**  
Generate awareness & increase engagement

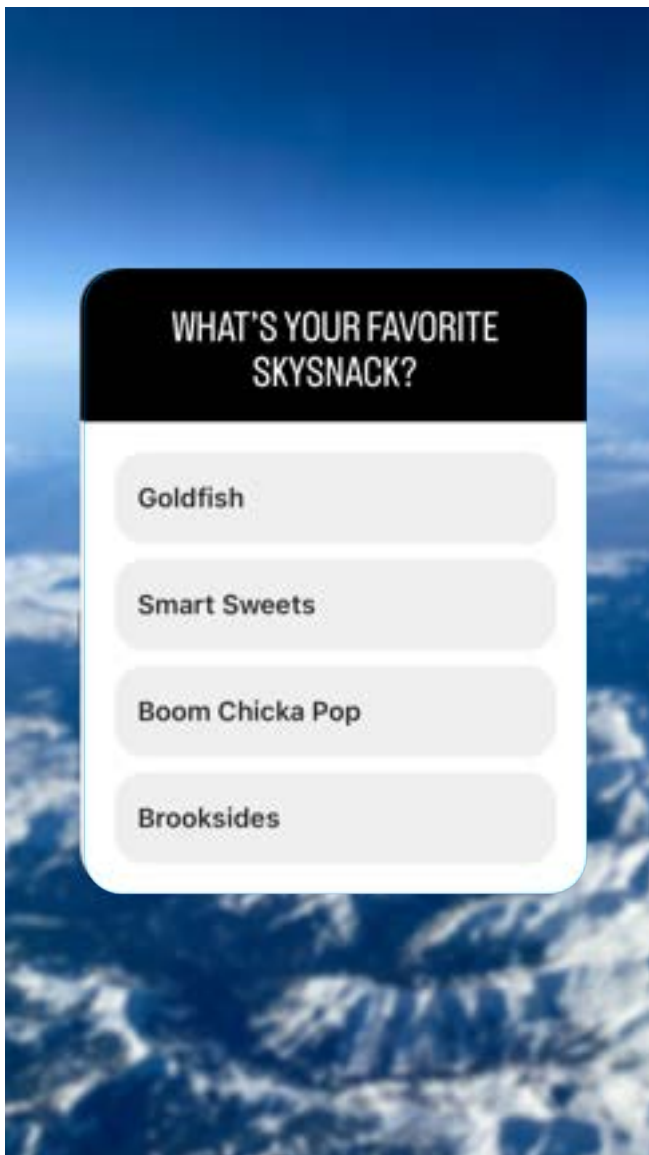


**Copy:** We'll go first: Biscoff cookies  
**Communication Objective:**  
Generate awareness & increase engagement



# SAMPLE POSTS: INSTAGRAM STORIES

Instagram stories will be utilized throughout the product launch to engage users and provide information about giveaways, contests and promotions.



# INTRODUCING...

PRETZEL CRISPS  
MINI M&MS  
POCKY  
RICE KRISPIES TREATS  
PRINGLES  
PIRATE'S BOOTY  
SKINNY POP  
STACY'S PITA CHIPS  
CAPE COD CHIPS  
GOLDFISH  
LILY'S CHOCOLATE  
SMART SWEETS  
MINI NILLA WAFERS  
OREOS  
BROOKSIDES  
WELCH'S FRUIT SNACKS  
POPCORNER  
TEDDY GRAHAMS  
CIRCUS ANIMAL COOKIES  
SMART SWEETS

## THE STARTING LINEUP

DELTA SKYSNACKS

 DELTA  
SKYSNACKS

April  
01 — 29

Add SkySnacks to your  
flight and be entered into  
a giveaway for free  
SkySnacks for a year!

 [BUY SKYSNACKS!!](#)

# SAMPLE POSTS: TWITTER




Delta 

@Delta




Introducing SkySnacks...A new way to take your flight to new heights.

Share your snacks and use [#SkySnacks](#) for a chance to win SkySnacks for a year!

 150

 15k

 100

 **Delta Retweeted**




Mia Roberts 

@MiaRob




Just tried SkySnacks for the first time, and I have 2 words: LIFE. CHANGING.

The Family Fun Box was PERFECT for me and the kiddos to share, and it made traveling so much easier! Shoutout Delta!!

 150

 15k

 100

# SAMPLE POSTS: FACEBOOK



**Copy:** You heard it here first...take your flight to new heights with SkySnacks!  
**Communication Objective:** Provide customer testimonials to encourage the trial of the product.

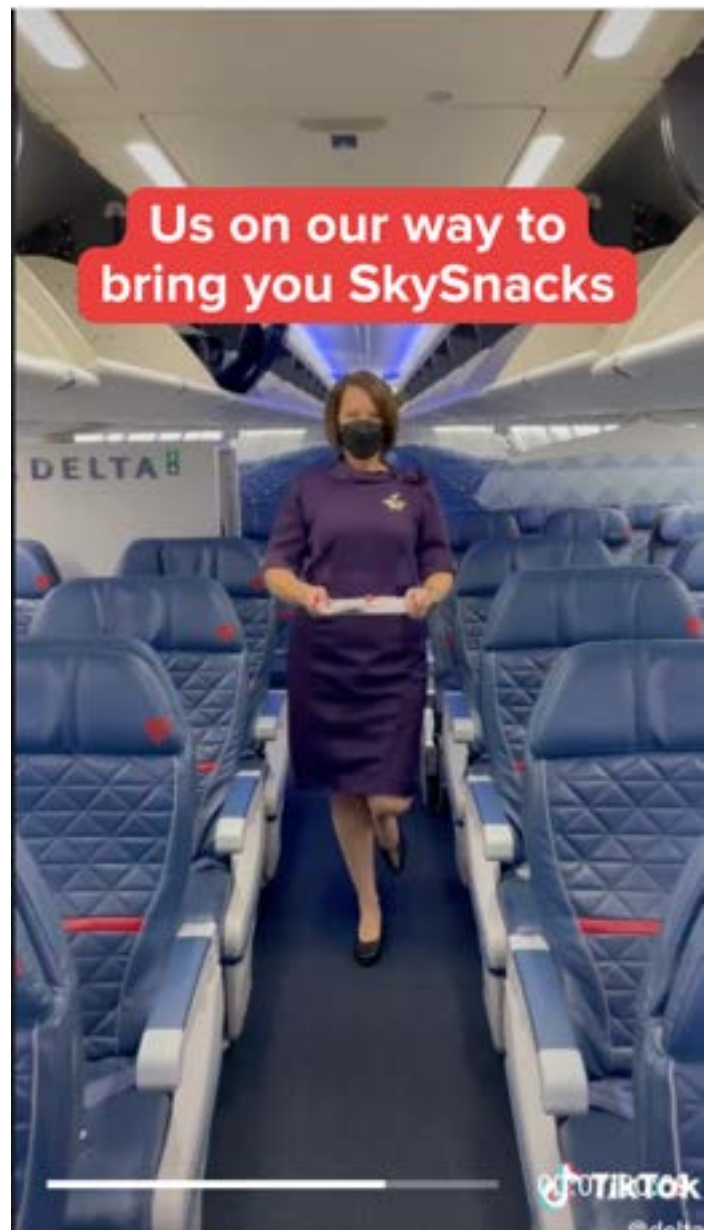
**Copy:** Log onto delta.com and add SkySnacks to your next flight...you won't regret it! Use code SNACKTIME this week for \$3 off of your box!

**Communication Objective:** Encourage the purchase of SkySnacks





# SAMPLE POSTS: TIKTOK



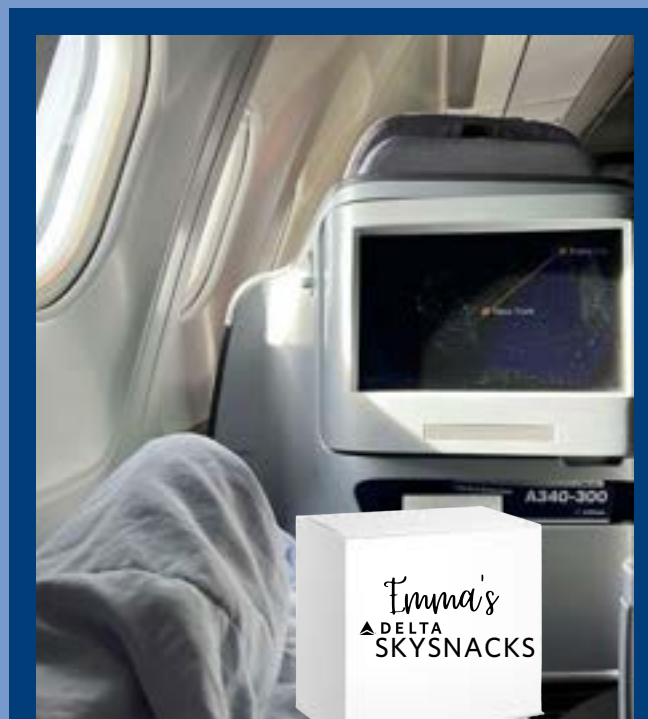
TikTok will be utilized throughout the product launch for top-of-the-funnel activities such as generating awareness of SkySnacks. Content will follow current TikTok trends to engage viewers and maximize the audience it reaches.

# INFLUENCERS

Influencers will be utilized throughout the campaign on TikTok. Specifically, influencers will be responsible for posting different types of content throughout the campaign to increase awareness of SkySnacks, showing consumers the new snacks.

- Unboxing of the SkySnacks PR Package along with a "taste test" of the snacks
- Building their own SkySnacks box for their upcoming flight
- Their personal SkySnacks PR Package on their flight

Content will be designed to flow naturally with the influencers' typical content and is not evidently a partnership from first glance.



# OUR INFLUENCERS



## BROOKE LYNN MILNE

- Macroinfluencer
- **Followers:** 574.5K on TikTok
- **Audience:** Females ages 20-25
- **Known for:** Honest reviews & unboxings

## THE BUCKET LIST FAMILY

- Macroinfluencer
- **Followers:** 384.2K on TikTok
- **Audience:** Families passionate about travel
- **Known for:** Travelling



## RIO TRAVELERS

- Macroinfluencer
- **Followers:** 709.8K on TikTok
- **Audience:** Couples passionate about travel
- **Known for:** US based travelling

## CITY GIRL GONE MOM

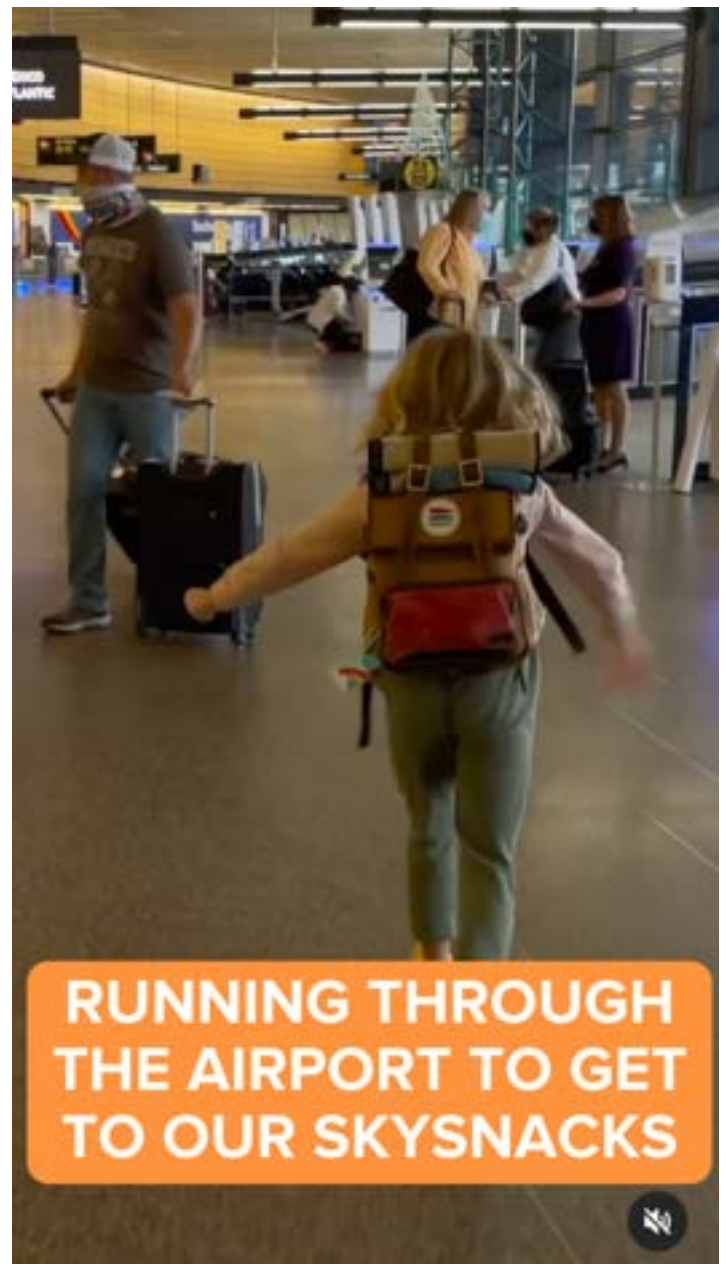
- Macroinfluencer
- **Followers:** 5.1M on TikTok
- **Audience:** Stay at home mothers
- **Known for:** Family content, parenting tips



# SAMPLE POSTS: TIKTOK



**Copy:** Thank you @Delta for sending me a box full of the new SkySnacks to try! #SkySnacks



**Copy:** Manilla, Dorothy & Calihan were SO excited to try their SkySnacks on the plane! They all built their own Creative Combo! @Delta #SkySnacks

# MONITORING & OPTIMIZATION

PLATFORM	MONITORING & KPIs
<b>Instagram</b>	Engagement: Likes, comments, shares and saves ROAS Website visits by traffic source Conversion rates
<b>Twitter</b>	Engagement: Likes, comments, and retweets ROAS Website visits by traffic source Conversion rates
<b>Facebook</b>	Engagement: Likes, comments and shares ROAS Website visits by traffic source Conversion Rates
<b>TikTok</b>	Engagement: Likes, comments, shares, saves, views and reposts ROAS Website visits by traffic source Conversion Rates
<b>Email</b>	Website visits by traffic source Conversion rates
<b>Blog Posts</b>	Engagement: Views, likes and comments Website visits by traffic source Conversion rates

## WHY THESE KPIS?

- **Engagement:** This will allow us to determine how many people interact with our content.
- **Website Visits by Traffic Source:** This will allow us to monitor individual platforms and determine which platforms are driving consumers to our website
- **Conversion Rates:** Conversion rates will allow us to determine which platforms are leading to a conversion.
- **ROAS:** ROAS will help us determine the effectiveness of our digital advertising platforms. Additionally, we have expected ROAS values to serve as a basis for comparison.

Overall, the KPIs will allow us to monitor our platforms and advertising efforts throughout the campaign, so we can adjust accordingly to ensure a successful launch for SkySnacks.

## WHAT IF RESULTS DON'T MATCH UP TO PLAN?

For comparison purposes, Return on Ad Spend (ROAS) will be most helpful in evaluating the success of our campaign.

Throughout the campaign, we will compare the projected ROAS by the platform to the actual ROAS. We will focus on other platforms if a single platform performs significantly different than expected.

Additionally, we will closely monitor the engagement on all platforms. If a platform is consistently shown to have low engagement, we will reevaluate the platforms and reallocate our efforts and budget to the platforms that are having high engagement rates.

# BUDGETS & RETURNS



# CONTENT DEVELOPMENT & PRODUCTION COSTS

## CONTENT DEVELOPMENT

IMAGE & COPY PRODUCTION: **\$25,000**

*75 images & copy*

VIDEO PRODUCTION: **\$21,000**

*3 3-minute videos*

**TOTAL: \$46,000**

## MANAGEMENT FEES

MANAGEMENT FEES: **\$41,250**

*275 hours of management at \$150/hour*

**TOTAL: \$41,250**

**TOTAL: \$87,250**



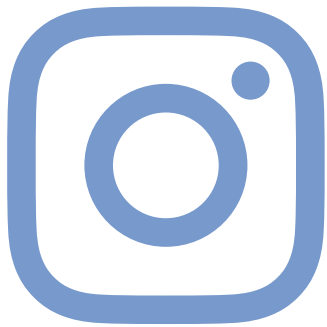
# ASSET ALLOCATION

ADVERTISING 80% INFLUENCERS 20%

**\$127,500**

**\$22,500**

## ADVERTISING PLATFORM BREAKDOWN



**50%**

**\$63,750**



**25%**

**\$31,875**



**15%**

**\$19,125**



**15%**

**\$19,120**

# INSTAGRAM

**ALLOCATION: \$63,750**

**REACH: 5,691,964**

$$\frac{\$63,750}{\$11.20} \times 1000$$

**ENGAGEMENT RATE: 5%**

**EXPECTED ENGAGEMENT: 267,857**

$$5,691,964 \times 0.05$$

**CONVERSION RATE: 5%**

**EXPECTED CONVERSION: 14,230**

$$267,857 \times 0.05$$

**CONVERSION VALUE: \$15**

**EXPECTED REVENUE: \$213,450**

$$14,230 \times \$15$$

**ROAS: 3.35:1**

$$\frac{\$213,450}{\$63,750}$$

# TIKTOK

**ALLOCATION: \$31,875**

**REACH: 3,269,231**

$$\frac{31,875}{9.75} \times 1000$$

**ENGAGEMENT RATE: 6%**

**EXPECTED ENGAGEMENT: 196,154**

$$3,259,231 \times 0.06$$

**CONVERSION RATE: 4%**

**EXPECTED CONVERSION: 7,846**

$$196,154 \times 0.04$$

**CONVERSION VALUE: \$15**

**EXPECTED REVENUE: \$117,690**

$$7,846 \times \$15$$

**ROAS: 3.69:1**

$$\frac{\$117,690}{\$31,875}$$

# TWITTER

**ALLOCATION: \$19,125**

**REACH: 3,161,157**

$$\frac{\$19,125}{\$6.05} \times 1000$$

**ENGAGEMENT RATE: 4%**

**EXPECTED ENGAGEMENT: 126,446**

$$3,161,157 \times 0.04$$

**CONVERSION RATE: 3%**

**EXPECTED CONVERSION: 3,793**

$$126,446 \times 0.03$$

**CONVERSION VALUE: \$15**

**EXPECTED REVENUE: \$56,859**

$$3,793 \times \$15$$

**ROAS: 2.98:1**

$$\frac{\$56,895}{\$19,125}$$

# FACEBOOK

**ALLOCATION: \$19,125**

**REACH: 1,707,589**

$$\frac{19,110}{11.20} \times 1000$$

**ENGAGEMENT RATE: 4%**

**EXPECTED ENGAGEMENT: 68,304**

$$1,707,589 \times 0.04$$

**CONVERSION RATE: 3%**

**EXPECTED CONVERSION: 2,049**

$$68,304 \times 0.025$$

**CONVERSION VALUE: \$15**

**EXPECTED REVENUE: \$30,735**

$$2,049 \times \$15$$

**ROAS: 1.61:1**

$$\frac{\$30,735}{\$19,125}$$

# INFLUENCER BUDGET & RETURNS

IMAGES 0% STORIES 0% VIDEOS 100%

**\$0**

**\$0**

**\$22,500**



**CHOSEN PLATFORM:  
TIKTOK**

**EXPECTED ENGAGEMENT: 90,000**

$$\frac{22,500}{0.25}$$

**CONVERSION RATE: 2.75%**

**EXPECTED CONVERSIONS: 2475**

$$90,000 \times 0.0275$$

**CONVERSION VALUE: \$15**

**EXPECTED REVENUE: \$37,125**

$$2,475 \times \$15$$

**ROAS: 1.65:1**

$$\frac{\$37,125}{\$22,500}$$

# EVALUATION

## ADVERTISING SPEND

\$150,000 in advertising generated \$455,859 in total revenue, resulting in a ROAS of 3,04:1.

## CONTENT SPEND

\$87,250 was used to create 75 pieces of content, 3 3-minute videos, and for management fees.

## ROAS BY PLATFORM

Instagram: 3.35:1

TikTok: 3.69:1

Twitter: 2.97:1

Facebook: 1.61:1

Influencers: 1.65:1

**These values are exactly as expected. Delta will invest most of its advertising budget in TikTok and Instagram platforms, as they are the most popular amongst the target audience. These platforms will drive the most engagement with their due to the style of interactive posts on both platforms and will lead to the highest numbers of conversions.**

**Delta will still invest a portion of its advertising spending into Twitter and Facebook ads, as the target market utilizes these platforms, but will not drive as much engagement or as many conversions as Instagram and Twitter, therefore a smaller portion was chosen to be allocated.**

**The ROAS for influencers may seem slightly low; however, TikTok influencers are being used to generate awareness about SkySnacks. Therefore, their content is in the TOFU portion of the funnel and not focused on conversion.**

# CONCLUSION & CALL TO ACTION

SkySnacks is a product launch that will allow Delta to continue to take its flights to new heights. It fulfills a need for convenience and a personalized experience for travelers, whether it's business, leisure, or family travel.

Through interactive content, contests, and giveaways, Delta will increase consumer interaction with its digital platforms and engage consumers with its content. Through content with influencers directly targeted at the target market, customers will become aware of and purchase SkySnacks because frequent fliers highly trust these influencers.

It is recommended that Delta launches the SkySnacks campaign in mid-February 2024, before the upcoming busy travel times: spring break and summer vacations, allowing SkySnacks to take off with full potential.

