JetBlue sells out … in a good way

Did you hear about JetBlue's unlimited pass? For $599 you can go anywhere during a month. You probably already heard about it, but now you can no longer get the pass because it is sold out. That's right, in just about a week, JetBlue was able to create so much demand that it was able to sell out. To me, that is the definition of a great marketing campaign.

Why is this such a great marketing campaign? For many reasons:

- First and foremost it **sold product**, in this case, seats on planes.
- It was **creative** and different from most airline promotions. It caused JetBlue to stand apart.
- Its creativity created buzz, and loads of **publicity**. Google is telling me that there were at least 226 articles about the promotion, and 50 articles about the selling out.

JetBlue has tapped into something customers want: lower cost air travel. But its not all about being cheap—Spirit Airlines is also cheap, but it does not offer the same experience. JetBlue is comfortable, offers snacks, TV in each seat, and it's generally a good experience. But it also distinguishes itself for being cutting edge. JetBlue has embraced Twitter by offering their "cheeps" (travel promotions). And its tries hard to provide good customer service.

It is a really good day in marketing when a promotion reaches its target while generating front page news, all for a comparatively low marketing dollar investment.