

UNITED Airlines | give her wings

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Table of Contents

Project Overview

Company Background

The Brief

Target Audience

Key Message + Insights

The Big Idea

First Draft Ads + Feedback

Second Draft Ads + Feedback

Third Draft Ads + Feedback

Final Campaign

Airport Ads (2)

Plane Ads (2)

Print Ad (1)

Closing Thoughts

Project Overview | What's due?

Create a brand new campaign that “effortlessly” represents diversity without trying too hard or forcing it.

Diversity topics include: Gender, Race, Ethnicity, LGBTQIA (lesbian, gay, bisexual, transgender, queer or questioning, intersex, and asexual or allied), Religion + Non-Religious, Disabilities (Seen + Unseen), Age, Socio-Economic Status, and Intersectionality (a combination of any of the above categories).

Final Deliverables Due:

- 3 Ads (Print Transit)
- 1 Brand Film of footage with a VO or all supers (30-60 seconds long)

Company Background | All about United

BACKGROUND + OVERVIEW

In 1926, United Airlines was founded (originally as Varney Air Lines). It officially switched its name to form United Airlines in 1931 and is currently the third-largest airline in the world. They operate on extensive domestic and international routes and have eight hubs - Chicago—O'Hare being the largest.

FACTS + STATISTICS

August 1, 1911 Harriet Quimby was the USA's first licensed female pilot and the first woman to cross the English Channel by airplane the following year.

In 1930 at Ellen Church's suggestion, United pioneered the notion of female flight attendants creating a new profession for women. Including Church, all eight of the first flight attendants were registered nurses.

The 1940's brought women into the aviation industry - during World War II women began working in many aspects of the aviation industry in large numbers.

As of 2017, United has the highest number of female pilots at 940.

Sources:

<https://centreforaviation.com/analysis/reports/women-airline-pilots-a-tiny-percentage-and-only-growing-slowly-432247>

<https://hub.united.com/history/?ada=1>

Our Objective | Getting into the details

OBJECTIVE

Position United Airlines as a company that promotes equal opportunity among genders. We want to empower women in the airline industry.

THE OPPORTUNITY

United Airlines is one of the largest airlines in the world, and of all the U.S. airlines employs the most female pilots. United has the opportunity to take a stance and integrate more females into the company. In the United States only 7.0% of certified pilots are females, and a mere 4.4% of active pilots are females. There is a huge opportunity to appeal to female pilots and women aspiring to be pilots.

Target Audience | Who's the focus?

Females ages 8+

We want to inspire females of all ages. Lots of kids have dreams and forge them while growing up. We want kids to see female pilots and realize that if they want to fly they can. There are no gender limitations.

For this campaign, we are focusing on two main TA groups:

1. Girls ages 8-17 years
2. Women ages 18-25 years

Personas | Meet Tasha and Mandy



TASHA
Female, Age 12

Tasha has always wanted to be a pilot. Since she can remember, she's been determined to go to flight school, and every October Tasha attends the Girls in Aviation Day where she learns about career and lifestyle possibilities in aviation. Her favorite part about Girls in Aviation Day is exploring the airplanes and meeting current United pilots. For Tasha, the sky's the limit.



MANDY
Female, Age 18

Mandy is in her first year as a student in United Aviate. Her aunt is a pilot for United, and she has always looked up to her as a role model. When she was growing up her Aunt would show her the ins and outs of airplanes, and that's what sparked her interest from the start. Outside of aviation academy, Mandy enjoys hiking and rock-climbing. She is fearless in her pursuits and wants to help break down gender roles in the aviation industry.

Key Message + Insights | What we know -

KEY MESSAGE

Anyone (regardless of gender) can be a pilot. Little girls and female students should never feel like the aviation industry isn't touchable just because it's a male dominated industry.

INSIGHTS

There are multiple potential target audiences.

Broken down into categories —

1. Little girls dreaming of their future careers.
2. Young high school and college students who are thinking more seriously about their career paths.
3. Young professionals and current female flight attendants who have thought about being a pilot, but might not have felt like they were good enough.

We want the campaign to see dreamy and inspiring. And we want the little girls and young women who see the ads to feel empowered from them.

The Big Idea | give her wings

Current tagline: Fly the friendly skies

Main tagline:

“GIVE HER WINGS”

Headline ideas:

“She can truly soar if she wants to.”

“The sky’s the limit for what she can do.”

“She can fly herself.”

“Give her wings, and she’ll touch the sky.”

“Reach for the skies and nothing less.”

“Aim for the sky.”

“Set your goals high.”

“Soar above the others.”

“Unite in the skies.”

“She made the skies her goal.”

Type + Color Study | Testing...

For the type and color of our ads, we wanted to stay on brand with United's established marketing. We found the specific colors and font United uses on its website and translated them onto our own ad designs.

UNITED

Gill Sans

She can soar if she truly wants to.

She can soar if she truly wants to.

She can soar if she truly wants to.

She can soar if she truly wants to.

#0D2640	Rhapsody Blue
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#083694	United Blue
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#CCCCCC7	Runway Gray
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#70A8DB	Sky Blue
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Campaign Assets | Breaking it down

For the campaign, Ningyu and I decided to divide and conquer the work.

She worked on concepting for the video and created a napkin mock-up to be used as a form of advertising on the plane. And I worked on putting together two billboard ads, a print ad, and two ads to be displayed on the seat screen on airplanes.

The video would focus on all women: ones currently in the aviation industry, ones working their way into it, or ones interested in it. It will show all aspects of what it means to be a pilot - the different responsibilities involved with it, as well as addressing some stereotyped issues with the occupation. (For example, not being able to have a family due to flying all the time.)

And then, with our ads, we wanted to hone in on the specific groups of our audience. One will focus on young girls. Another will focus on potential ATP students for United Aviate. And finally, one would show a student graduating from flight school and being accepted for a career position with United.

We wanted the campaign to come full circle, cover all the bases, and most importantly bring awareness to this career option. Many young girls do not even know they could potentially pilot an aircraft when they grow up simply because they have never seen a woman do it before. We hope to change this with our campaign.

Transit + Print Ads | First round drafts



Transit + Print Ads | First round drafts



Feedback —

After receiving feedback, we were told to not use statistics on our ads. It does not bring a positive feeling of empowerment for women. We were also advised to focus on young girls and students, not current female flight attendants.

Transit + Print Ads | Second round drafts



“AIM
FOR THE
SKY, AND
THE ONLY
WAY TO GO
IS UP.”

Give her wings.
UNITED 

EMPOWERING WOMEN IN THE SKIES AROUND THE WORLD.

Feedback —

Play around more with the “Reach for the Skies” tag and don’t break it up
Change the centered text, make it left aligned

Transit + Print Ads | Second round drafts



“SHE CAN
SOAR,
IF SHE TRULY
WANTS TO.”

Give her wings.
UNITED 

EMPOWERING WOMEN IN THE SKIES AROUND THE WORLD.

Feedback —

Switch the wording to be more positive “She can truly soar if she wants to.”

Delete the comma, fix the center aligned

Try a new visual design

Transit + Print Ads | Second round drafts



**“THE SKY’S
THE LIMIT
FOR WHAT
SHE CAN DO.”**

Give her wings.
UNITED 

EMPOWERING WOMEN IN THE SKIES AROUND THE WORLD.

Feedback —

Fix the center aligned, come up with more creative copy here

Good photo, but don't crop it so the girl is almost cut out

Get rid of the “Reach for the Skies” hashtag

Do a whole new visual design

Transit + Print Ads | Third round drafts

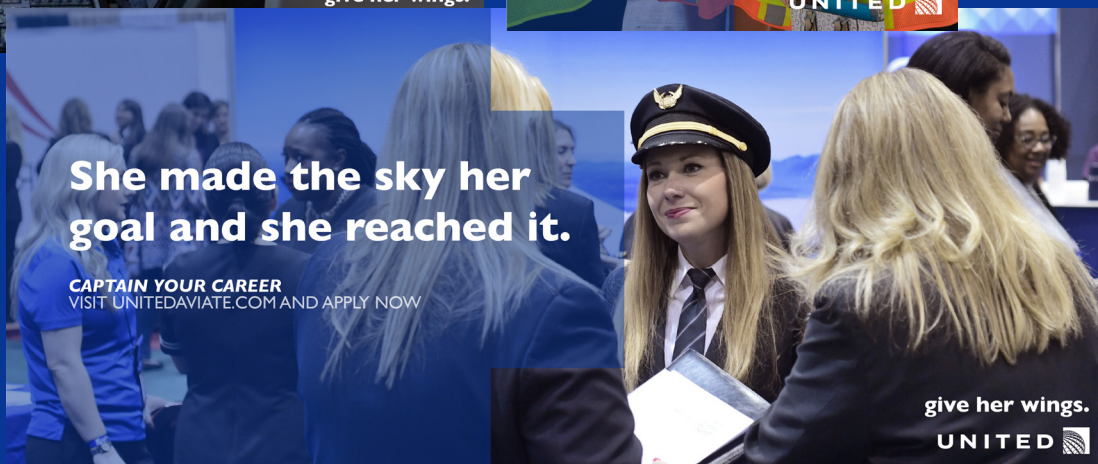
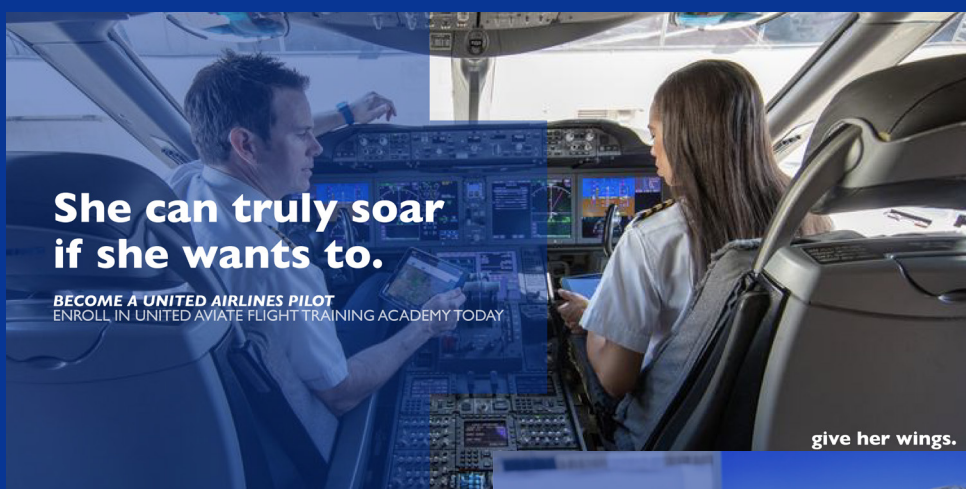


Feedback —

Make the photos clearer, you want to focus on the women themselves

Clean, but make the visual more interesting

Final Campaign Ads | Close ups



Feedback —

Lower the text “She can truly soar if she wants to” - it will make it easier for the eye to read, shorter the line beneath it. It’s way too long

Flip the tagline with the United logo, it will fit better underneath

Get rid of the punctuation at the end of the tagline

Final Campaign Ads | Airport Ad I

IN ENVIRONMENT



Final Campaign Ads | Airport Ad 2

IN ENVIRONMENT



Final Campaign Ads | Airport Ad 3

[illegible]

Final Campaign Ads | Airplane Ad |

IN ENVIRONMENT



Final Campaign Ads | Airplane Ad 2

IN ENVIRONMENT



Final Campaign Ads | Print Ad

IN ENVIRONMENT



Closing Thoughts | To wrap things up...

This project was really fun and eye-opening for me. I don't know why I had never realized how few female pilots there were in the aviation industry. I think just being on airplanes all my life and seeing 99% female flight attendants I just never thought about it.

Getting the opportunity to talk to and interview a female United pilot (of 35+ years) was incredible, and I learned so many new insights from her. I think being in a male dominated industry, you have to be tough and not take things so literally. It's not easy work what they do, and after this project I have a huge appreciation for female commercial pilots.

I think it's crazy that still to this day, men will make sexist comments about female pilots - whether it's belittling their skills or refusing to get on a plane with a female in charge. And after hearing these stories from women, it made me all the more passionate about this campaign: to bring awareness and attract more female pilots.

Designing the ads was a journey to say the least. I changed the visual direction multiples times, but where I ended up I feel like best brings together all the components of the campaign.

Finally, working with Ningyu was fun. She is a very talented individual and put together a beautiful video to bring everything full circle. Her Adobe After Effects skills are very impressive.