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City Manager's Office

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kim Becker Aguirre

SUBJECT: FLY SAN JOSE CAMPAIGN

DATE: October 31, 2013

Approved

Date

10/31/13

INFORMATION

The purpose of this memorandum is to provide an update to the "Fly San Jose" campaign.

Mineta San José International Airport's "Fly San Jose" campaign was launched today to support its airline partners by generating demand for flights from Mineta San José International Airport (SJC), capturing market share that is leaking to other nearby airports, and drawing new customers from "Opportunity Zones" such as the Peninsula, Fremont and Tri-Valley area. Since Los Angeles International Airport (LAX) is the service most used from the Bay Area, and is one of SJC's strengths, the initial phase of the campaign gives particular attention to SJC-LAX service.

The key messages of the campaign include SJC's stellar on-time record, SJC's clear skies, ease of parking on-site, the convenience that SJC offers, and the new service to LAX from Virgin America and Delta, as well as existing service from Alaska, American, Southwest and United.

The initial mediums utilized in the campaign which started today include a south-facing digital billboard on 101 in Menlo Park, online ads with Silicon Valley Business Journal, and traffic and weather sponsorships on 11 area radio stations. Print and online ads will start with the Mercury News, Fremont Argus and Tri-Valley paper on Sunday, November 3. Examples of the digital ads are attached.

/s/

Kim Becker Aguirre
Director of Aviation

For questions, please contact Vicki Day, Director of Marketing and Customer Services, at 408-392-3604.

Attachment A: Examples of Airport ads on digital billboards

Easy come. Easy go.
FLY SJC TO LAX.

flysanjose.com

Fly Fog-Free.
FLY SJC TO LAX.

flysanjose.com

*Why drive North
to fly South*

FLY SJC TO LAX.

flysanjose.com

