

EXPAT ESCAPES

jetBlue's post-election guide to leaving it all behind
if your candidate didn't win



Overview

After what feels like years of bickering, squabbling and name-calling, the 2016 presidential election is over. Your candidate didn't win? Feel like packing up and checking out for the next four years? No problem. This tongue-in-cheek custom content program offers everything you need to escape post-election America—temporarily, permanently or just vicariously.

Using a variety of multimedia storytelling techniques, WP BrandStudio will generate headline-making buzz in the tradition of Esurance's "Election Insurance" campaign while capturing the emotional engagement of *Washington Post* readers. We'll provide intelligent comic relief that drives them to take jetBlue to a destination where the only red and blue in sight is a glorious sunset over tropical waters.



Execution

We'll bring this idea to life through a custom content program that includes a variety of engaging multimedia executions.

Program components could include:

"Should You Stay or Should You Go?": Rich-media article

"Destination Detox": Photo slideshow

"Expatriate Advice": Video/ photo profiles + listicle

"Lands of the Flee": Interactive infographic map



“*Should You Stay or Should You Go?*”

Rich-media article

With the outcome of the 2016 presidential election still half a year away, over 28% of voters say they'll leave the country if their candidate doesn't win. But history tells us that almost none of them will. In 2000, for example, Martin Sheen, Matt Damon and Whoopi Goldberg threatened to move abroad if George W. Bush got elected. He did. They didn't. In 2004, visits to the Canadian immigration department's website went up 80% after Bush's win. But U.S.-Canadian immigration rates remained unchanged.

In a journalistic article enhanced with imagery, animation and data visualizations, we'll explore the fascinating cognitive science behind why so many disgruntled voters threaten to leave the country but so few follow through.

- Interviews with experts reveal how our psychological immune system causes us to overestimate the pain of a dreaded outcome

- Readers are encouraged to not give up on their country and to instead channel their angst by taking a brief, restorative jetBlue trip then dedicating themselves to the efforts and causes they believe in when they return



“*Destination Detox*”

Photo slideshow

We’ll approach 2016 post-election distress as a challenge—like holiday weight gain or office-party overindulgence—that can be addressed through diet and exercise tips.

- A slideshow of jetBlue destinations is framed as a fictional “Destination Detox” self-help/ recovery program that will help you cleanse yourself from the past year of political discord
- Tongue-in-cheek captions connect each destination to a detox tip
- Tips include:
 - *Skip the Packaging* (image of freshly caught fish dinner in Barbados)
 - *Eat Small Meals* (image of refreshing drinks and snacks in St. Maarten)
 - *Exercise* (image of water sport in Aruba)

Slideshow example:



Hydrate: *Water is the most important ingredient in any detox routine. In fact, there should never be a point during your waking hours that you don’t have access to it. A visit to an island nation like the Bahamas guarantees you the 24/7 H2O you need for a full post-election recovery.*

“*Expat Advice*”

Video or photo profiles + listicle

Whether you're living as an American in another country or suddenly feeling like a foreigner in your own town, there are tips and tricks to settling in and feeling at home. We'll showcase these insights through content that could include:

- Documentary-style videos or photo essays of expats who share humorously useful advice about picking up the language, adopting local customs and finding something to love about the strange world they find themselves living in (which could be their own neighborhood, if everyone else voted the other way)
- Listicle of expat DOs and DON'Ts that are equally relevant for an American living in (or visiting) Columbia as for an American living in a town that supported the other candidate

Sample tips include:

DO: Surround yourself with people who understand your perspective

DON'T: Complain about local customs

DO: Profess respect for your new home

DON'T: Call yourself a native

DO: Get your family onboard with the plan before boarding the plane

“*Lands of the Flee*”

Interactive infographic map

Whether you want to leave home forever, for a few days or just in your daydreams, this interactive infographic helps you figure out the best place to go to disengage from debate, detox from discord and make peace with the future.

- A graphic map shows jetBlue’s Election Protection destinations and includes clickable “hotspot” text overlays with information about the highlights of that location

Sample hotspot copy includes:

- Costa Rica: With its agreeable climate, friendly people and stable government, the country is eager to welcome Americans
- To live here, you’d need: \$2,000 dollars/ month
- Other plusses: Thriving expat community, drinkable tap water

