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CAMPAIGN: TIME FLIES
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American Airlines made time fly at the Sundance Film Festival.

It's no secret that airline travel requires waiting. From security lines to flight time, the wait feels even longer because travelers are excitedly anxious to get to their destination. American Airlines is working to make the entire flying experience better, with new amenities that can help make time fly.

To demonstrate this, American Airlines traveled to the Sundance Film Festival, where thousands of film festival attendees were subject to wait times for movies and other events. American Airlines created two experiences; one that would make time fly for celebrities waiting to be interviewed, and one for film festival fans waiting to see films.

For the celebrity activation, American Airlines partnered with The Hollywood Reporter to design a luxurious, relaxing destination where celebrities could play an interactive game while they waited for their interviews. The game was a race against the clock, where players pushed a lever, like the ones pilots use to fly planes, to land the clock hand on the highest number. That number represented a number of miles that were donated to Stand Up To Cancer.

A leaderboard kept track of how many miles each celebrity earned for American to donate on their behalf. That started a competition to see who could earn the most. To help in their competitive quest, American Airlines doubled the amount of miles donated when celebrities posted a photo of themselves

next to the leaderboard on social media. Many celebrities came back to play and earn more, citing that it was a fun, unexpected experience that made a difference for a great cause.

For film festival attendees, American Airlines created an experience at the Festival Co-op. While attendees waited to see films, they were given things to make the wait time feel more comfortable, from hand warmers to hot chocolate. Plus, American Airlines created an interactive GIF maker where attendees could choose their props, get in front of a Park City, Utah scene and have a personalized GIF made to share on social media.

American also encouraged visitors to explore Park City. They created a number of artistic flight symbol sculptures, each representing a different travel destination, and placed them around high-traffic locations. Festival attendees who found any of the five sculptures, snapped a photo and shared on social media were entered for a chance to win a free trip to that destination.

As a result, American Airlines was able to make time fly. And in the process, surpassed their Stand Up To Cancer donation goal, with a total of 3,000,000 miles donated and 3,252,878 social media impressions generated.

Festival attendees shared positive feelings about American Airlines through the Festival Co-op experience and Flight Symbol sweepstakes. Over eight days, they received more than 51,000 social impressions and 357 sweepstakes entries.

These events created memorable, shareable moments that helped shift the overall perception of American Airlines, and create a more positive overall travel experience. 😊

