



JetBlue flew TEDx organizers from around the world to New York where they experienced TED and qualified to host larger TEDx events

TEDx and JetBlue's two-year partnership reflected JetBlue's commitment to "safety, caring, integrity, passion, and fun" to inspire humanity

- Objectives: highlight expanding flight path network, support gathering in NY (JetBlue's HQ), and encourage organizers to also forge positive impact partnerships
- Activation: 200 free flights for TEDx organizers, 2 "Take-off" parties with "Blue lounge" and "Mint bag", and 2 workshops with organizers and Director of CSR
- Success: 2 digital campaigns of flight offer to 14k TEDx volunteers worldwide, memorable evening events for 500 organizers, rich collaboration in workshops

