

BACKGROUND/OBJECTIVE

1. Shift the paradigm by convincing current private aviation consumers to see NetJets as an irreplaceable resource not an interchangeable commodity, and further private aviation consumers to see NetJets as the best choice when they are ready to enter into the category.
 - Core challenge was determining how to align the price with value in a way that was relevant and compelling to consumers.
 - Leverage positioning to remind consumers of what truly matters. Remind them why they travel – it's not just the trip, but the end destination, in the form of moments, people, and goals.
 - NetJets' backing by Berkshire Hathaway and history of innovation and leadership means assurance – assurance that life's moments are in good hands each and every night.
2. Develop seasonal advertising and direct mail campaigns that drive leads and sales by articulating both the tangible/rational and intangible/emotional value of the NetJets offering, in order to maintain clear differentiation among the competitive set and justify our premium pricing.

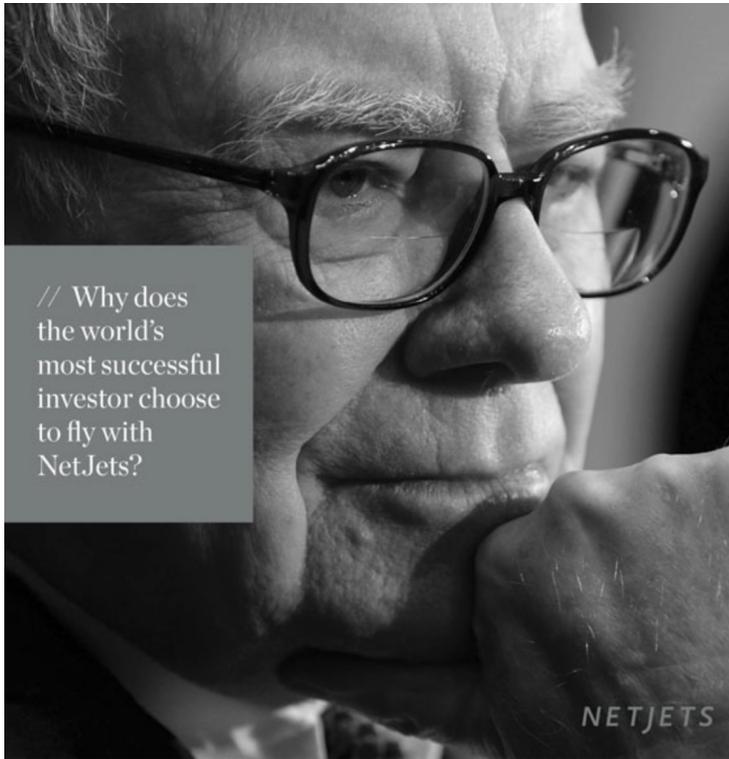
STRATEGY

Executions perform better when they have an emotional payoff more prominently featured in visuals, where the audience gets an immediate sense of the relationship between the characters, and what NetJets helped make possible for them. There needs to be a shift from product oriented imagery to illustrating moments that matter.

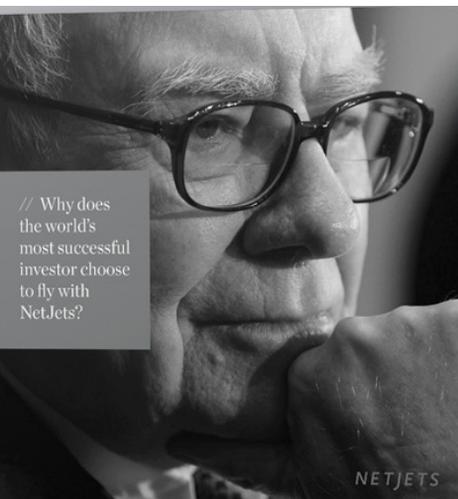
Activate the brand line in a dynamic, personal and emotional way. Showcase the NetJets mind-set, reasoning and benefit of the Owner. Give dimension to the promise embodied in the brand tagline – remind Owners of the “moments that matter” as they trust NetJets to help them make it easy to balance demanding schedules in both their personal and professional lives.

- Visual: a stolen moment, a captured moment in time that could be easily overlooked. Blink and you'll miss it. The visual communicates a deeper emotion and intimacy.
- Headline: draws the reader in by referencing the image but speaks to a deeper need.
- Support copy: single line explains how NetJets is able to make meaningful moments possible, by expressing NetJets differentiators.

While people may be prepared to compromise in many parts of their lives, and when it comes to travel, no one wants to compromise on what's truly important – the meaningful moments of life.



// Why does the world's most successful investor choose to fly with NetJets?

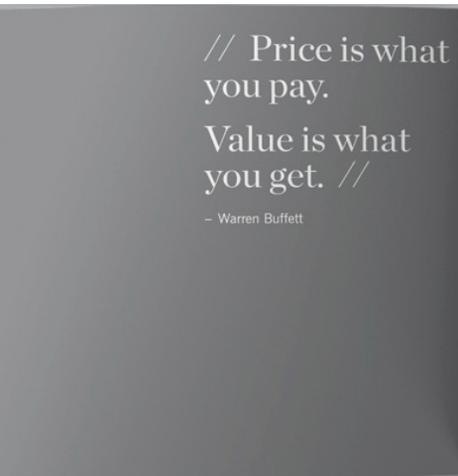


// Why does the world's most successful investor choose to fly with NetJets?

// Value

When you own a private jet, it can become overwhelming to manage all the aspects of flying privately, from finding well-trained crew to addressing unforeseen maintenance needs.

With a share in a NetJets aircraft, those burdens are taken away – that's our job. As the global leader in private aviation, NetJets brings fifty years of experience, the world's most elite crew and support teams, and the most advanced, state-of-the-art aircraft directly to you. You receive all the rewards of flying privately with none of the hassle, allowing you to invest your time and resources on the things that matter most in your life.



// Price is what you pay.

Value is what you get. //

– Warren Buffett

In 1986, Warren Buffett purchased his first small aircraft, which he named *Indefensible*. After seeing what a valuable business tool it was in reaching Berkshire Hathaway's far-flung holdings, he purchased the second, larger *Indispensable* a few years later.

Justifying the private aircraft he found both *indispensable* and *indefensible* was a challenge – until 1995, that is, when Warren Buffett sold his private jet and bought a quarter share of a NetJets Hawker 1000. Three years later, he would go on to buy the entire company.

Warren Buffett flies with NetJets personally and professionally to this day. What follows are a few reasons why, on his twentieth anniversary with the world leader in private aviation, Warren Buffett remains a satisfied NetJets Owner.

