



JCOM 461
MAY 2026

PRESENTED BY
DESTINATION DIEGO

MEDIA PLAN

Alaska Airlines: Go Try the World,
San Diego

WORKING MEDIA BUDGET

\$1,000,000

MARKETING OBJECTIVES

(Straight from the brief)



1. To increase first-time Alaska bookings among San Diego travelers ages 18–35 during the campaign period.
2. To grow Alaska's market share on key West Coast routes from San Diego.
3. To increase repeat booking intent among new Alaska customers.

COMMUNICATION OBJECTIVES

1. Shift travelers from comfort and routine toward curiosity and exploration (Perception / Consideration)
2. Position Alaska as the easiest way to act on travel inspiration
3. (Perception / Consideration)
4. Make travel feel attainable and within reach (Purchase Intent / Trial)
5. Build emotional association with self-discovery and meaningful experiences (Loyalty/Advocacy)



TARGET AUDIENCE

- All genders
- Gen Z and Millennial travelers in the Southern California (San Diego) market
-



TARGET PERSONA

NAME: Maya Campbell

AGE: 23

OCCUPATION: Barista + freelance graphic designer

LOCATION: San Diego, CA

Maya loves San Diego's lifestyle and spends most of her free time trying new coffee shops, workout classes, restaurants, and beaches with friends. She constantly saves travel content on TikTok and Instagram, but most trips stay in the "maybe someday" category because travel often feels expensive, stressful, or hard to justify.

Even though she craves new experiences, it is easy for Maya to fall into routine because San Diego already feels comfortable and aspirational. She wants travel to feel meaningful, spontaneous, and emotionally worth it, not just like another transaction or logistical headache. Most of the travel inspiration she trusts comes from creators, friends, and social content rather than traditional advertising.



CAMPAIGN TIMING & CONSUMER MINDSET





What We Know

Key Insight:

We need to reach travelers before summer trips are booked, during moments when routine turns into restlessness.

Key Timing Windows

April-May → Summer planning + wanderlust
June-July → Peak travel season + June Gloom
Sept-Oct → Post-summer routine fatigue

Seasonal Triggers

June Gloom
Summer travel conversations
Long weekends / spontaneous trips



Timing Strategy

Objective: Reach San Diego Gen Z travelers during moments of routine fatigue, summer travel planning, and high travel inspiration to encourage reconsideration of habitual travel behavior and drive first-time Alaska bookings.

Strategies/Approach

Launch in spring before summer bookings peak

Use June Gloom as emotional trigger

Increase social + OOH during summer travel

season

Continue messaging into fall routine reset



Placement Strategy

Objective: Reach San Diego Gen Z travelers in environments where they are already seeking inspiration, identity expression, and lifestyle discovery.

Meet Gen Z Where They Already Seek Inspiration

TikTok

Instagram Reels

YouTube Shorts

Physical Placements

College campuses

Coffee shops

Wellness studios

Beaches / surf communities

Study spaces

Lifestyle centers

Why? The desire to travel often begins in the middle of everyday routine.

SOCIAL / DIGITAL



Social Strategy

Objective: Build a social-first campaign ecosystem rather than relying on traditional commercial placements.

Approach

Build a social-first campaign ecosystem

Prioritize short-form storytelling

Use fast-paced, visually immersive creative styles

Utilize micro creators for destination storytelling

Content Types

Short-form videos

Creator storytelling

TravelTok-style edits

Fast visual hooks

Destination snippets

Carousel storytelling

Split-screen destination comparisons

KPIs

Impressions/reach

Engagement rate

Save rate

Shares/reposts

Carousel + video completion

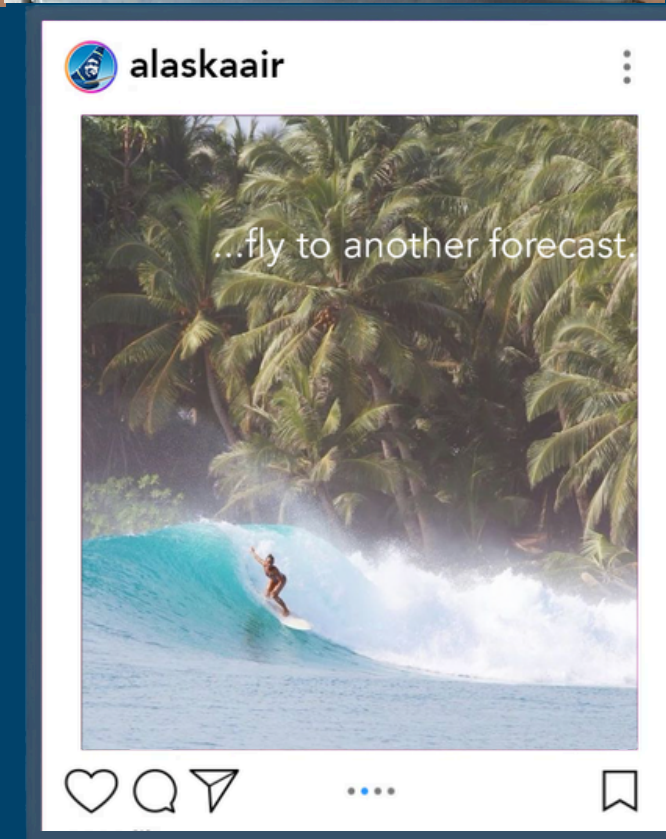
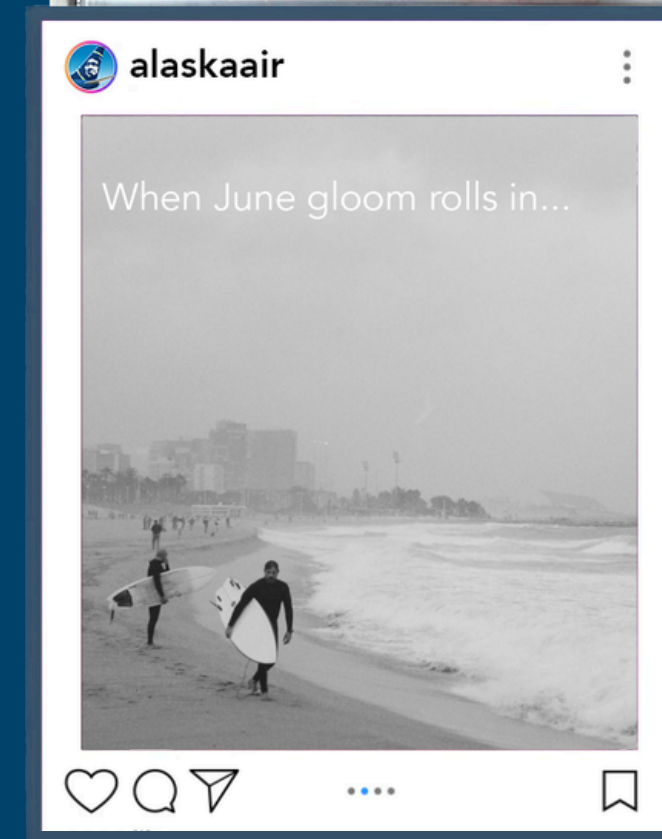
Click-through rate

Profile visits

Website traffic from social

Sentiment in comments

UGC inspired by content



Creator Storytelling

Why Micro-Creators? Gen Z trusts lived experiences over polished advertising. Research shows 84% of travelers are influenced by vacation content shared by friends or creators more than traditional review platforms.

Creator content should focus on:

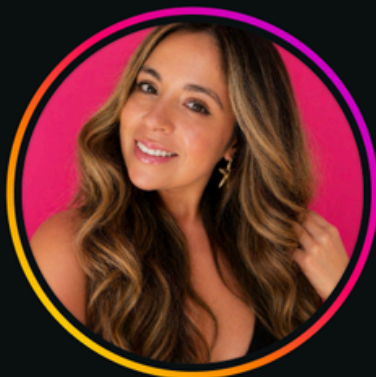
origin stories
travel storytelling
cultural exploration
“I thought I loved ____ until I went to ____”

Content Types

Short-form videos
Creator storytelling
TravelTok-style edits
Fast visual hooks
Destination snippets

KPIs

Influencer reach and impressions
Engagement rate per sponsored post
Referral traffic from influencer links
Spikes in trip booking tied to influencer promotion
Content repost rate



gisellelelux  ...

Giselle LeLux Campos she/her

1,357 posts 93.1K followers 7,468 following

Public figure

📍 San Diego, CA ✈️ Travel

🍷 foodie, things to do & fashion influencer

✉️ gisellelelux@gmail.com

🌐 gisellelelux.com and 5 more

📱 gisellelelux



squirrelmusttravel ...

Evan & Angela / Adventure Travel

949 posts 68.4K followers 989 following

Personal blog

Inspiring Your Next Adventure 📌

Hiking, road trips & travel with 9-5's 🧑🏻🧑🏻

🏠 San Diego, travel everywhere!

📧 ... more

🌐 linktr.ee/Squirrelmusttravel and 2 more

📱 squirrelmusttravel



roinwanderlust ...

Ro | Travel Content Creator + Social Media Manager

737 posts 70.6K followers 2,180 following

Digital creator

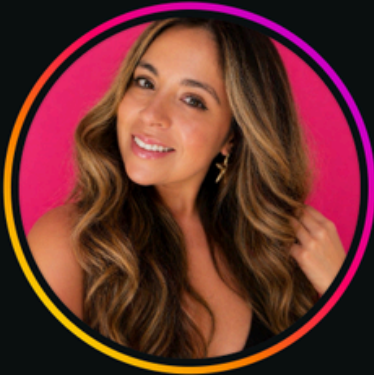
✈️ I share travel, hotels, food, hikes, and essentials to help you plan trips or go out

✉️ Work: roinwanderlust@gmail... more

🌐 saily.tpm.lv/gw1u2uWr and 4 more

📱 roinwanderlust

CREATOR STORYTELLING



gisellelelux  ...

Giselle Lelux Campos she/her

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 squirrelmusttravel



roinwanderlust • Follow

Alicia Keys • You Don't Know My Name (Instrumental)

 roinwanderlust Would you try coffee with egg in it?

This is the birthplace of egg coffee in Hanoi, Vietnam (invented in the 1940s).

Egg coffee is one of my favorite drinks after trying it for the first time in Hoi An, but people told me I HAD to try it in Hanoi too.

I really liked how I could walk to Cafe Giang from my hotel.

Share this and go!

[#visitvietnam](#) [#visithanoi](#) [#SoloTravel](#) [#TravelCreator](#)

[#vietnamesecafe](#) things to do in Hanoi Vietnam, cafes in Hanoi, cafes in Vietnam

Edited • 12w

 j00diefoodie It's like more egg than coffee 🥚

12w 1 like Reply

View replies (1)

 roinwanderlust *Egg yolk and sweetened condensed milk

12w Reply

 meganelisevarela  Yesss soooo good 🥰

12w 2 likes Reply

Liked by aamira_24 and others

February 23

 Add a comment...

Post



roinwanderlust ...

Ro | Travel Content Creator + Social Media Manager

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Digital creator

 I share travel, hotels, food, hikes, and essentials to help you plan trips or go out

 Work: roinwanderlust@gmail... more

 saily.tpm.lv/gw1u2uWr and 4 more

 roinwanderlust

OUT OF HOME



Out of Home

Objective: Interrupt everyday routines and reach San Diego Gen Z travelers during moments of commute, repetition, and lifestyle consumption to spark curiosity and travel consideration.

Approach:

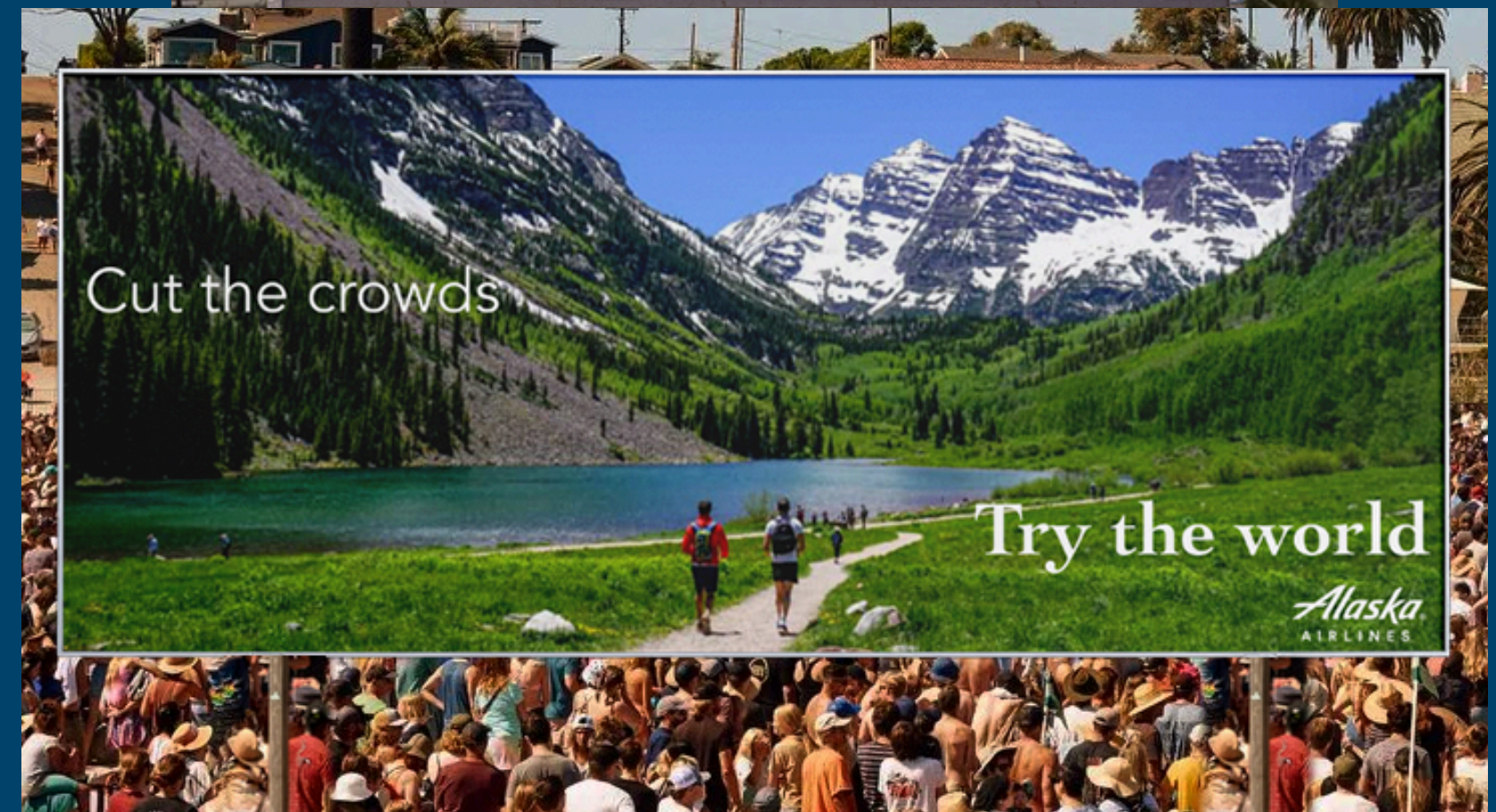
1. Local messaging tied to San Diego lifestyle and "June Gloom"
2. Place ads in high-traffic routine environments
3. Create visually striking placements designed for social sharing
4. Position travel as an emotional escape from repetition and comfort zones

KPIs

Estimated impressions/reach
Traffic volume in exposed areas
Lift in branded search volume
Increase in social engagement in targeted locations
Share-of-voice in key San Diego areas
Earned social reposts/photos of installations

Content Types

1. Billboards
 2. Posters
- *Transit, campus, and wellness area placements*



EXPERIENTIAL



Experiential Strategy

Objective: Transform the campaign from something Gen Z watches into something they physically interact with, collect, and share.

Approach

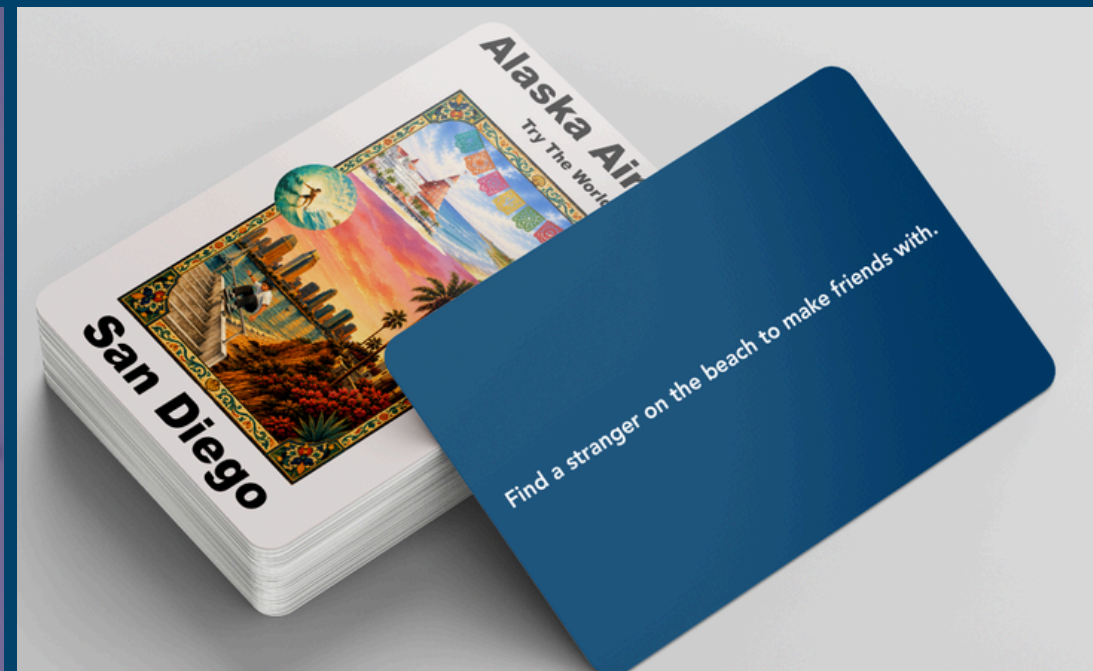
1. Use tactile media formats to reinforce exploration and curiosity
2. Distribute materials in routine-based environments.
3. Encourage participation and social amplification

Content

Types Zines
Prompt Cards

KPIs

Zine distribution rate
Prompt card participation rate
QR code scans from physical materials
Social shares featuring materials/UGC volume
Event/activation attendance
Repeat interaction with materials
Time spent engaging with activations
Earned media/social mentions



SEARCH/RETARGETING



Search/Retargeting Strategy

Objective: Convert travel inspiration into action by reaching consumers during active trip planning and travel consideration moments

Approach:

1. Capture high-intent travel searches during peak planning periods
2. Retarget users who engaged with social, creator, and experiential content
3. Reinforce that travel is attainable, spontaneous, and within reach
4. Use route-specific and destination-focused messaging to encourage first-time trial

KPIs

Click-through rate (CTR)

Cost per click (CPC)

Conversion rate

Booking intent lift

Website visits from retargeted users

Return visits to booking pages

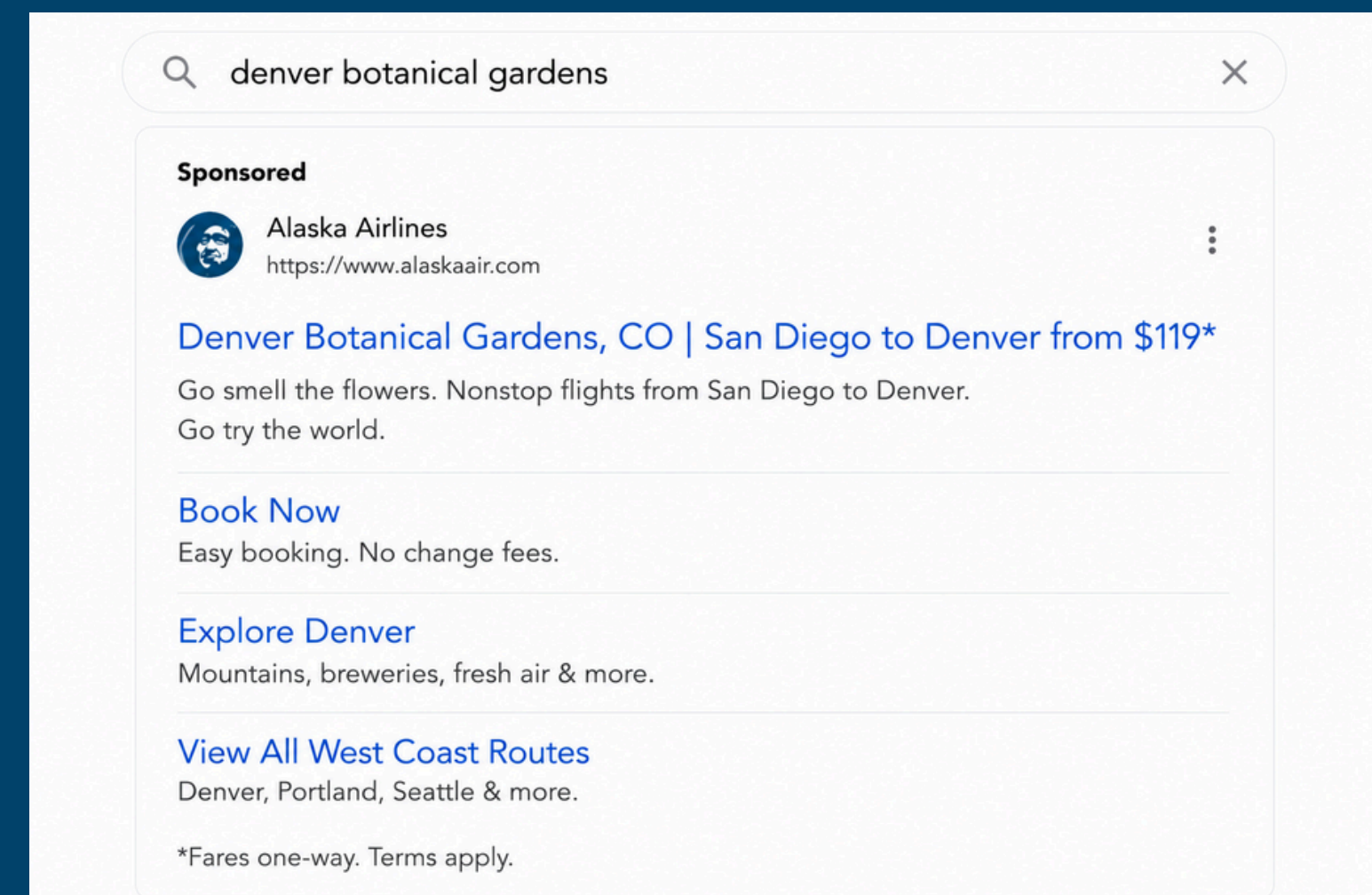
Cost per acquisition (CPA)

Route-specific search lift

Retargeting engagement rate

Content Types

- Google search ads
- Retargeted Instagram and TikTok ads
- Display banners
- Route-specific ads



MEDIA FUNNEL

Awareness

Media Role: Interrupt autopilot and create emotional restlessness
Key Tactics: June Gloom OOH, short-form social hooks, lifestyle placements

Routine

Consideration

Media Role: Turn emotional restlessness into interest and inspiration
Key Tactics: Creator storytelling, TravelTok-style edits, Hobby origin content, retargeting

Curiosity

Conversion

Media Role: Make travel feel attainable and actionable
Key Tactics: Paid social, Route messaging, experiential activations, localized price framing, search ads, retargeting

Plan+Book

Loyalty

Media Role: Build emotional connection and long-term preference
Key Tactics: UGC, saved zines/cards, community engagement

Return Changed

BUDGET SUMMARY, MEDIA FORECAST FLOWCHART

BUDGET

QUARTERLY BUDGET SUMMARY		QUARTERLY %		5%		43%		37%		16%		100%			
MEDIA CHANNEL (FEEL FREE TO EDIT CHANNELS PER YOUR RECOMMENDATION)	MEDIA PARTNER	QUARTER 1 (Jan-Mar)		QUARTER 2 (April-June)		QUARTER 3 (July-Sept)		QUARTER 4 (Oct-Dec)		TOTAL BUDGET		TOTAL NET MEDIA COST			
		\$	%	\$	%	\$	%	\$	%			\$		%	
Social / Digital Video		\$25,000	6%	\$175,000	44%	\$140,000	35%	\$60,000	15%	\$400,000	100%	\$400,000		40%	
Experiential		\$10,000	4%	\$90,000	36%	\$110,000	44%	\$40,000	16%	\$250,000	100%	\$250,000		25%	
OOH		\$10,000	5%	\$110,000	55%	\$55,000	28%	\$25,000	13%	\$200,000	100%	\$200,000		20%	
Creator Storytelling		\$0	0%	\$45,000	45%	\$40,000	40%	\$15,000	15%	\$100,000	100%	\$100,000		10%	
Search / Retargeting		\$5,000	10%	\$10,000	20%	\$20,000	40%	\$15,000	30%	\$50,000	100%	\$50,000		5%	
SUBTOTAL WORKING MEDIA		\$50,000	5.00%	\$430,000	43%	\$365,000	37%	\$155,000	16%	\$1,000,000	100%	\$1,000,000		100.00%	
Agency Fees (15%)															
Ad Tracking Software Fees															
GRAND TOTAL		\$50,000	5.00%	\$430,000	43%	\$365,000	37%	\$155,000	16%	\$1,000,000	100%	\$1,000,000		100.00%	

[Link](#)

MEDIA FORECAST

[illegible]

Link

MESSAGING RECOMMENDATIONS

Tagline: “Go try the world, San Diego”

Social

- fast, emotionally recognizable, slightly cheeky, aspirational, culturally aware, local
- “Go try the world, San Diego”
- “You’ve seen it here. Now go where it started.”
- “Maybe it’s time to leave the group chat.”
- “Your routine will still be here when you get back.”
- “Practiced in San Diego. Perfected somewhere else.”
- “You were never meant to stay in one place forever.”

Creator Storytelling

- reflective, documentary-style, authentic, personal, less polished
- “I thought I loved matcha until I went to Japan.”
- “San Diego made me curious. Traveling made me understand.”
- “The best parts of my trip weren’t planned.”
- “I didn’t realize how small my routine had gotten.”
- “You don’t really know a place until you experience it.”

Search/Retargeting

- direct, actionable, lightweight, aspirational but practical
- “Your next trip is closer than you think.”
- “Go where it started.”
- “Flights from San Diego starting at...”
- “Less routine. More stories.”
- “You already want to go.”
- “Weekend trip?”
- “Try somewhere new.”

MESSAGING RECOMMENDATIONS

Tagline: “Go try the world, San Diego”

Billboards

- Minimal, bold, interruptive, curiosity-driven
- “June gloom got you down?”
- “Somewhere else, this means more.”
- “Your favorite things didn’t start in San Diego.”

Zines

- intimate, collectible, exploratory, thoughtful, playful
- “When paradise gets hazy...open the next chapter”
- “Your next favorite memory isn’t here yet.”

Collectible Cards

- Dare-esque/question prompts
- “go find a local and ask their favorite restaurant”
- “Take the scenic route/long way back”
- “Be out all day with no itinerary”

EVALUATION

KPIs

Social and Digital:

- Impressions/reach
- Engagement rate
- Save rate
- Shares/reposts
- Carousel + video completion
- Click-through rate
- Profile visits
- Website traffic from social
- Sentiment in comments
- UGC inspired by content

Billboards

- Estimated impressions/reach
- Traffic volume in exposed areas
- Lift in branded search volume
- Increase in social engagement in targeted locations
- Share-of-voice in key San Diego areas
- Earned social reposts/photos of installations

Creator/Influencer Storytelling

- Influencer reach and impressions
- Engagement rate per sponsored post
- Referral traffic from influencer links
- Spikes in trip booking tied to influencer promotion
- Content repost rate

Experiential (Collectible Cards + Zines)

- Zine distribution rate
- Prompt card participation rate
- QR code scans from physical materials
- Social shares featuring materials
- UGC volume
- Event/activation attendance
- Repeat interaction with materials
- Time spent engaging with activations
- Earned media/social mentions

Search + Retargeting

- Click-through rate (CTR)
- Cost per click (CPC)
- Conversion rate
- Booking intent lift
- Website visits from retargeted users
- Return visits to booking pages
- Cost per acquisition (CPA)
- Route-specific search lift
- Retargeting engagement rate

Brand Perception

Goal: Measure whether the campaign successfully shifts travel mindsets from comfort/routine toward exploration and positions Alaska as the easiest way to act on travel inspiration (Comms Objectives 1 +2)

Success Metrics:

1. Consideration lift among San Diego travelers ages 18–35
2. Increase in positive brand sentiment
3. Brand association with exploration/self-discovery
4. Social engagement and save/share rates
5. Ad recall and campaign recognition
4. Increase in travel-related searches involving Alaska

Trial and Booking Intent

Goal: Measure whether the campaign motivates first-time trial and makes travel feel attainable and actionable (Marketing Objective 1 + Comms Objective 3)

Success Metrics:

1. First-time Alaska bookings from San Diego market
2. Click-through rate on paid media
3. Booking intent lift
4. Website traffic from campaign media
5. Route-specific search lift
6. Retargeting conversion rate

Market Growth and Preference

Goal: Measure Alaska's ability to grow long-term preference and market share among younger San Diego travelers (Marketing Objectives 2 + 3)

Success Metrics:

1. Growth in market share on key West Coast routes
2. Repeat booking intent among exposed audiences\
3. Returning website visitors
4. Repeat engagement with campaign content
5. Loyalty sentiment/social mentions

Cultural and Experiential Engagement

Goal: Measure whether the campaign becomes culturally relevant and encourages participation beyond passive viewing(Supports all communication objectives)

Success Metrics:

1. Zine distribution/participation rates
2. QR code scans
3. UGC volume
4. Creator content engagement
5. Earned media/social mentions
6. Social reposts of experiential elements

THANK
YOU

ALASKA AIRLINES