

Pandora

IF YOUR FLIGHT FEELS LIKE HOME,
THAT'S BECAUSE IT IS.



#iFlyAlaska

Alaska Airlines

:30 sec Radio Spot:

Seattle is a friendly place. It's dog friendly, bike friendly, environmentally friendly. We're just plain friendly. So it's no surprise that Seattle's airline is friendly, too. From the greenest fleet in the industry to how we treat our customers, Alaska reflects the same values as the community we all share. Maybe that's why Alaska Airlines has received the J.D. Power award for Highest in Customer satisfaction Among Traditional Carriers in North America for the sixth year in a row. Thanks for flying Alaska Airlines. For J.D. Power award information, go to jdpower.com.

Alaska Airlines

Pandora

WHEN YOU'RE FROM SEATTLE,
INNOVATIVE TECHNOLOGY IS A GIVEN.



#iFlyAlaska

Alaska Airlines

:30 sec Radio Spot:

Seattle is one of the world's centers of technology. It's home to the world's largest software company and the world's largest online retailer. Not to mention a bazillion start-ups and dot-coms. So it's no surprise Seattle's airline embraces technology. We introduced the industry to e-ticketing and self-service kiosks. We were one of the first airlines to put wifi on our planes. Not to mention, a mobile app that makes travel easy, efficient and paperless. Thanks for flying Alaska Airlines.

Alaska Airlines

Pandora

SEATTLE HAS A FLAVOR ALL ITS OWN.
SHOULDN'T ITS AIRLINE?

Beecher's Handmade Cheese, Pike Place Market



#iFlyAlaska

Alaska Airlines

:30 sec Radio Spot:

Seattelites are pretty particular about their food. From how they order coffee to what condiment goes best with fries. (For the record it's tartar sauce) You don't need to tell a Seattelite what IPA or ESB means. Or what comes out of Penn Cove. It's understandable then that an airline from Seattle knows the importance of local food. From spirits made on Capitol Hill, to cheese made at the Pike Place Market. Local flavors from your local airline. Thanks for flying Alaska Airlines.

Alaska Airlines

Newspaper – Seattle Times



SEATTLE HAS A FLAVOR
ALL ITS OWN.



SHOULDN'T ITS AIRLINE?

WE PROUDLY SERVE

- BEECHER'S CHEESE
Pike Place Market, Seattle
- STARBUCKS® COFFEE
Pike Place Market, Seattle
- SUN LIQUOR
Capitol Hill, Seattle
- WATERBROOK WINES
Walla Walla, WA



Alaska Airlines is proud to serve the local food and beverages that Seattleites know, love and crave. All served up with a warm, local smile and possibly a conversation about the hot new chef in town.

#iFlyAlaska



The Here is a registered trademark of The Here brand USA, and other brands.



IF YOUR FLIGHT FEELS
A LITTLE LIKE HOME,



THAT'S BECAUSE IT IS.



It's no surprise that you feel a certain familiarity when you fly Alaska Airlines. The warm, welcoming smiles, the local Seattle foods and beverages, and on-board Wi-Fi all make it feel a little like you've just settled in at your favorite neighborhood coffee shop. So whether you're escaping winter weather or heading to a meeting, sit back and relax knowing you'll have a bit of Seattle with you at 30,000 feet.

#iFlyAlaska



← Seattle Times Seattle Met ↓



WHEN YOU'RE FROM SEATTLE,



INNOVATIVE TECHNOLOGY
IS A GIVEN.

Considering we share a home with the world's largest software company, the world's largest online retailer and a grillion start-ups, it's no surprise that we have our finger on the pulse of technology. From being an industry leader in e-ticketing, self-service kiosks and in-flight Wi-Fi, to developing an app that gives you mobile booking, check-in and electronic boarding passes, it's the airline from Seattle that has changed the way the world travels.

#iFlyAlaska

Alaska Airlines



WE PROUDLY SERVE

- BEECHER'S CHEESE
Pike Place Market, Seattle
- STARBUCKS® COFFEE
Pike Place Market, Seattle
- SUN LIQUOR
Capitol Hill, Seattle
- WATERBROOK WINES
Walla Walla, WA

SEATTLE HAS A FLAVOR ALL ITS
OWN. SHOULDN'T ITS AIRLINE?



Alaska Airlines is proud to serve the local food and beverages that Seattleites know, love and crave. All served up with a warm, local smile and possibly a conversation about the hot new chef in town.

#iFlyAlaska

Alaska Airlines

Pike Place is a registered trademark of Pike Place Market, used under license.

“Spectacular” at SEATAC Airport



Alaska Airlines

SEATTLE HAS A FLAVOR ALL ITS OWN.
SHOULDN'T ITS AIRLINE?

Alaska Airlines is proud to serve the local food and beverages that Seattleites know, love and crave.

#iFlyAlaska

TODAY

The complex block is a collage of images related to the Alaska Airlines advertisement. It features the Alaska Airlines logo at the top left. Below the logo are four images: a beer in a glass next to a bottle, a Starbucks coffee cup, a plate of fruit and cheese, and a vodka drink in a glass with a lemon wedge. The text "SEATTLE HAS A FLAVOR ALL ITS OWN. SHOULDN'T ITS AIRLINE?" is prominently displayed in the center. Below this text is the tagline "Alaska Airlines is proud to serve the local food and beverages that Seattleites know, love and crave." and the hashtag "#iFlyAlaska". At the bottom right, there is a small image of a vodka bottle and a glass.

Out Of Home



A billboard advertisement for Alaska Airlines, set against a clear blue sky. The billboard is divided into three main sections. On the left, a black tray holds a variety of fresh fruits including strawberries, kiwi, grapes, and pineapple, along with a wedge of cheese and a slice of bread. In the center, a white Starbucks coffee cup is filled with dark coffee. On the right, two bottles of wine are displayed, both labeled 'EXPLORATION' and 'CABOT RIVER'. Below these images, the text 'LOCAL FLAVOR ON EVERY FLIGHT.' is written in a bold, sans-serif font. Underneath this text, the hashtag '#iFlyAlaska' is followed by the 'Alaska Airlines' logo in its signature script. At the bottom of the billboard, the 'ClearChannel' logo is visible on the left, and the number '00122' is printed on the right.

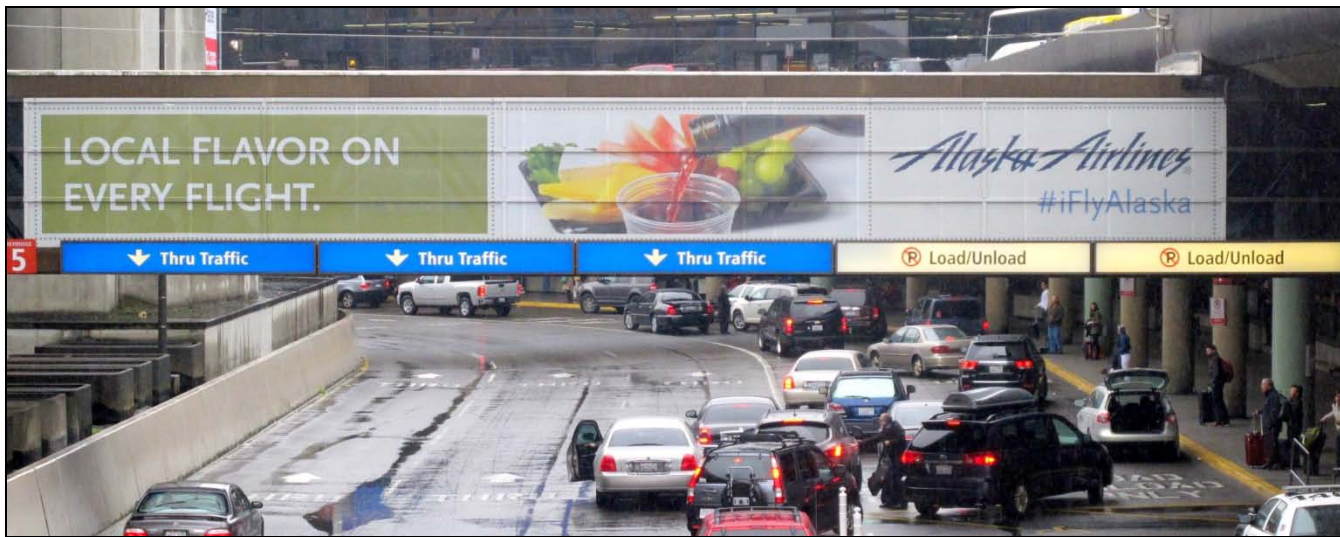
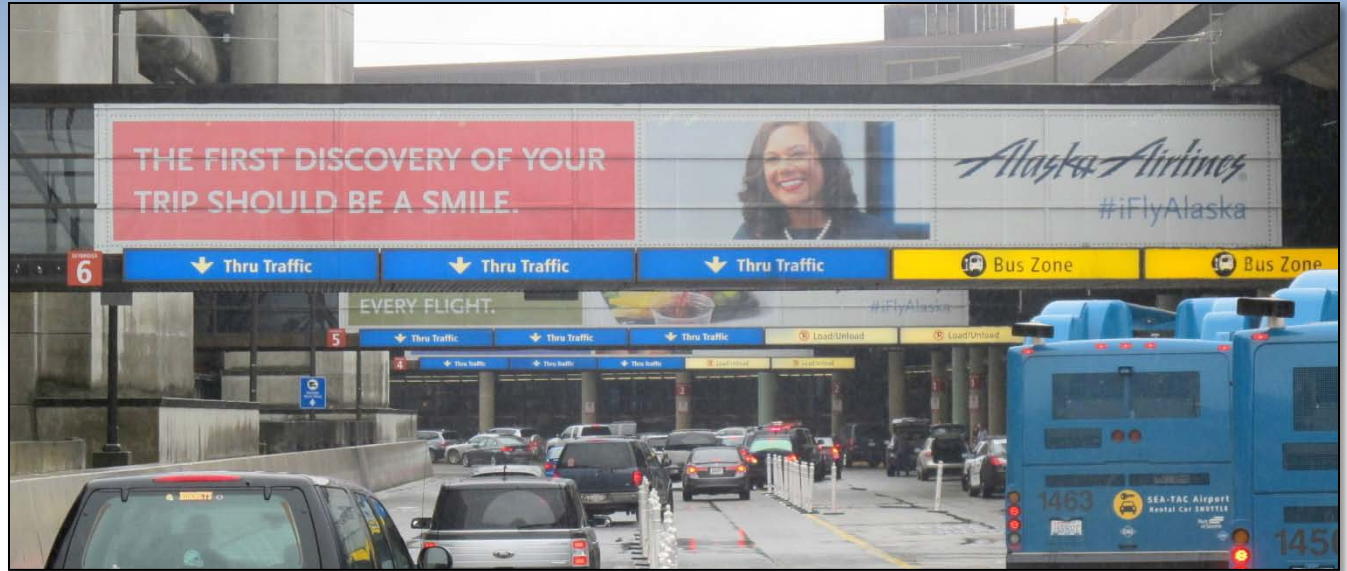
LOCAL FLAVOR
ON EVERY FLIGHT.

#iFlyAlaska *Alaska Airlines*

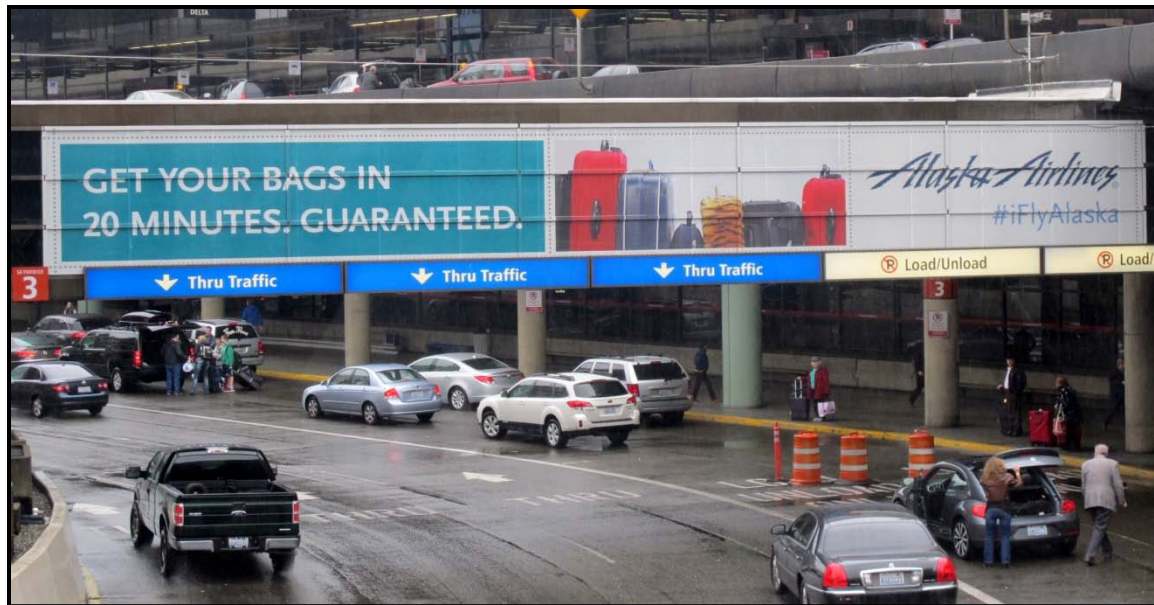
CLEARCHANNEL

00122

6 Skybridges at SEA Airport



6 Skybridges at SEA Airport



6 Skybridges at SEA Airport

