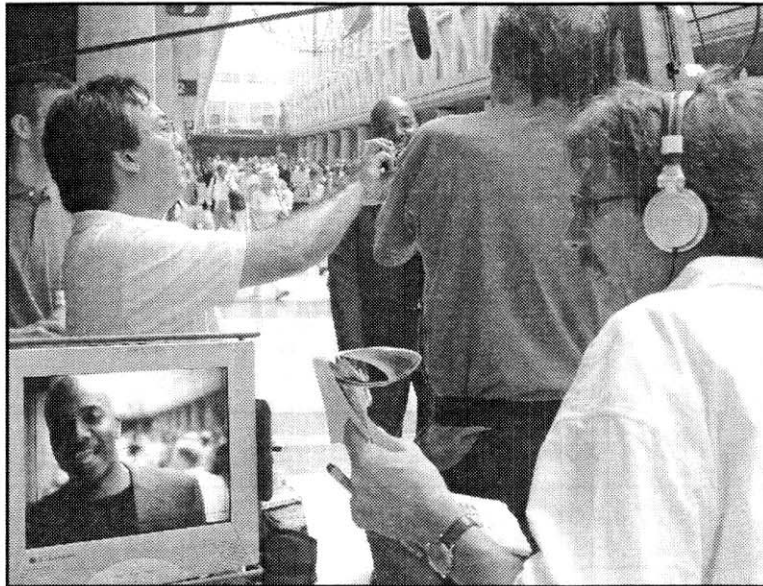


## Lights, Camera, Action!

Last spring, in American's "I Flew" advertising campaign, real AA customers talked about the great low fares they got — plus a lot more, like AAdvantage miles and more legroom. The theme of that campaign was value — best summarized in the campaign tagline, "Next time, get a great low fare. And a lot more airline."

This fall, American will once again use the testimony of actual customers, but this time the focus is on business travel. "It has been several years since we have used advertising to speak directly to the business traveler," said Dan Garton, executive vice president-Marketing, "This new campaign, dubbed 'I Fly,' is also all about value," he said. Chicago was — once again — the location where the commercials were filmed featuring customers and employees who fly and work at O'Hare. The production lasted four days.

The campaign, which began the week



*Los Angeles Director James Gartner (right) directs talent (an actual passenger) while filming at ORD*

of Sept. 15, reminds business travelers that American understands what they need: a big network, lots of flights, a great frequent-flyer program, and the opportunity to upgrade to First or Business Class. "Our low-cost competitors simply cannot match these American strengths," said

Garton. In one of the TV commercials, for example, AAdvantage Gold customer Jeff Kursonis says "in order to fly First Class, you gotta fly an airline that actually has a First Class."

By focusing on American's core product attributes, the new "I Fly" campaign fits perfectly in the second point of the Turnaround Plan, "Fly Smart: Give Customers What They Value." In June and July, AA's Advertising and Customer Research groups conducted a series of focus groups with employees around the system, and insights from these sessions were also useful in the development of "I Fly."

"We tested these ads with actual and potential customers," said Rob Britton, managing director-Advertising. "They told us that this testimonial approach was highly credible — real people are believable, and they are more persuasive than an actor or a company official would be."