

NETJETS® Experiential Strategy Audit

Context

NetJets has engaged 160over90 to review its existing events program and provide recommendations focused on opportunities to evolve its current strategy. NetJets recently centralized events and owner benefits under the marketing function and wants to take a step back to re-evaluate the status quo with the goal of maximizing the impact of events on retention and acquisition.

Solution

160over90 conducted nine hours of stakeholder interviews, reviewed existing NetJets events audits, and analyzed the competitive landscape to develop recommendations. This led to broad recommendations that we reviewed with NetJets to assess interest and feasibility. We sought to bring new thinking to the table rather than work to validate the work that they had already done in the space.

