

Connected at 30,000 Feet

Client/Brand: Aircell / Gogo **Project:** Gogo InFlight Launch Website **Categories:** Online Promotions, User Experience

View this website at: <http://gogo.pubdynweb.com>



The Challenge

Aircell wanted more than a strong wind at their backs when they launched Gogo InFlight WiFi Internet service, they wanted to blow their audience away. To get there, Emerge, in partnership with Upshot, set out to create a pre-launch site that generated more buzz than a top gun flyby.

The Solution

Users had to buckle their seatbelts when they watched the heart-pounding intro as hyperspeed images highlighted the jet stream of activity Gogo brings to air travel. Emerge also embedded a widgetized game on the site in which players discover more about the Gogo brand with every click (to the tune of 80 brand messages per game). And since so many players downloaded the widget to their desktops and social networking profiles or passed it on to friends trying to beat their high score, the pre-launch exposure more than helped Gogo get off the ground.

The Results

The website/widget combination definitely took Aircell into the high altitude section. The number of opt-in's Gogo received from the website and game exceeded expectations by nearly 50%, with half again as many send alongs from enthusiastic internet users. And we didn't hear any complaints from Aircell when our Gogo widget became an Editor's Pick on Apple.com's dashboard nor when our campaign won a Web Marketing Award.

Aircell asked for a launch, we took them into the stratosphere.