



**THE
ONE CLUB
FOR
CREATIVITY**

Meet the next generation of Black travelers where their passions are.

Background

At Delta, we actively seek diversity, boldly pursue equity, and consciously promote inclusion to create a sense of belonging for our people. We understand how important it is to represent and reflect the world we hope to bridge together. As a purpose-driven brand, Delta is committed to developing values-led stories and moments that authentically resonate with Black travelers. Delta has a unique opportunity to impact Black consumers beyond travel by connecting through shared values and curating inclusive experiences. It is vital that Delta continues to find unexpected ways to consistently show up for the Black community during key cultural moments and beyond.

Challenge

Despite a strong affinity towards Delta amongst Black travelers, most younger consumers view Delta as a means of transportation from point A to B. Although Delta connects people to places, we want to showcase to our consumers that we are more than just an airline.

Key Message: Delta is a global connector that delivers premium experiences during culturally relevant moments and beyond, allowing us to authentically connect with customers while providing platforms to elevate the stories of diverse creatives.

Establish an identity for Delta outside of the travel category and highlight our commitment to connecting people to their potential in the face of adversity.

Your challenge is to: **Identify experiences and ways in which Delta can meaningfully connect with Black Gen Z/Millennial travelers through cultural events that are rooted in their passion points (fashion, music, art, food, film, gaming, etc.).**

No purchase necessary to enter. Five total winners will be selected in this contest. Please see eligibility requirements, judging criteria, prize description, and other rules for the contest below. By submitting an entry, you agree to the rules of the contest.

Audience

Gen Z and Young Millennials: In order to connect with the next generation of travelers on a deeper emotional level, we need to establish Delta's presence beyond the travel space by meaningfully showing up within Black culture in a way that resonates but is also authentic to the Delta brand.

Gen Z and younger Millennials strongly value creativity, diversity, belonging, and community. They were even dubbed the 'Change Agent Generation' by Forbes in 2021, due to their commitment to hold corporations responsible for implementing actionable DEI strategy that promotes social change in and outside the organization.

[In a recent 2023 study](#), 81% of Gen Zers and 72% of Millennials confirmed that multicultural and diverse consumers have a big impact on their brand preferences and interests.

Often serving as cultural tastemakers and pioneers, the Black community has a myriad of traditions, events, and cultural icons. Young Black travelers expect Delta to show up outside of standard calendar moments to demonstrate a deeper understanding of Black culture in a way that leaves a lasting positive impact.

Our Ambition

Cultivating Connection Through Value Alignment: Meeting this audience where they are and in spaces that they are most passionate about will set the stage for Delta to position ourselves as the champion of connectivity within Black culture, and to showcase our commitment to advancing, understanding, and bonding with the Black community outside of calendar moments.

Reasons To Believe

Black consumers don't want to *just* be represented, they want to be understood and related to. They don't want to be talked *at*, they want to be talked *with*. But we know that actions speak louder than words.

Historically, Delta has shown its commitment to supporting and celebrating diverse communities while providing premium experiences:

- Delta proudly [partnered with Essence Festival of Culture in 2024](#) as an official sponsor, launching a Fly Girl Confessional booth where attendees could pick their Fly Girl persona and record videos answering curated travel questions centered around their selected persona.
- Through Delta's [Close the Gap strategy](#) we have increased representation of women, Black talent and Latin and Hispanic talent in roles across the company.
- In 2023, we welcomed 55 students from 13 HBCUs to our global headquarters for "[From the Yard to Delta Boulevard](#)," an immersive, two-day experience that included the opportunity to interview for summer internships at Delta.
- Delta launched the [Faces of Travel](#) series with the purpose of increasing representation within travel culture and challenging what the "stereotypical traveler" looks like. It not only provides inclusivity of under-represented groups, but it highlights passion points, such as food, that shape their culture.
 - Delta extended this initiative through [the 'Inspired Journeys' digital art pop-up at ADCOLOR](#).
- At LAFW, [Delta launched an exclusive travel-inspired collection w/ Issa Rae and 6 SMB-designers](#). With this activation, Delta was able to amplify the platform of diverse small business owners, connecting them to each other, places, and their potential.

Considerations

Overall, ideas should feel **empowering, high-energy, and engaging**. Delta strives to be welcoming, elevated, and caring in all we do. As we continue to build our relationship with young Black travelers, we want to cultivate connection, empowerment, and understanding through shared values/experiences.

We have served this community by highlighting its cultural richness, amplifying voices, and providing global platforms to emerging leaders. We want to continue to create space for others to hold the mic – not walk into the room to hear ourselves talk.

We're here to provide the plane (*and Biscoff cookies*), but you control the journey.

The Ask

Build Delta's cultural acumen with recommendations that connect with Gen Z and young Millennial Black travelers, and has potential to extend through different channels (i.e., social media, digital media, OOH, events, etc.)

Deliverables

- **A pitch deck including:**
 - **(2) cultural moments/events where Delta can connect with Black Gen Zs and Millennials (i.e. AdColor, Essence)**
 - **1-2 recommendations for how Delta can engage this audience in these spaces**
 - **Ways to measure the success of the proposed recommendations (optional)**
 - **Supplemental materials could include videos, photography, mood boards, etc. (optional)**

Please submit a pitch deck in one of the following formats: PDF, PPT. Google Drive and WeTransfer links accepted for supplemental material.

What success looks like to us:

- *Increased engagement and positive sentiment across social*
- *Improved brand perception amongst Black Gen Z and Millennials*
- *Growth in audience + reach*

Additional Resources & Insights

[Delta 2023 ESG Report](#)

[Delta at SXSW 2024](#)

[Delta at Miami Art Week 2023](#)

[The Change Agent Generation: Millennials And Gen Z Are Reshaping Corporate America's DE&I Agenda](#)

[Cracking the Code: How Multicultural & Gen Z Reshape Mainstream Marketing](#)

Delta x WAATBP Contest - Official Rules

NO PURCHASE NECESSARY FOR ENTRY. Making a purchase will not increase your chances of winning the contest.

- The Delta x WAATBP Contest (“Contest”) is administered by The One Club (“Sponsor”) and sponsored by Delta Air Lines, Inc. (“Delta”). The Contest begins on August 23, 2024, 10:00 AM ET and ends on September 9, 2024, 11:59 PM ET (“Entry Period”). The Sponsor reserves the right to suspend, cancel or modify the Contest at any time. Any effort by entrant to misrepresent their eligibility will disqualify that entrant. Entrants who disregard these Official Rules are not eligible to participate or win.
- Eligibility: Participation open to legal residents of the United States who are eighteen (18) years of age or older at the time of entry. Employees of Sponsor, Delta, and each of their subsidiaries, affiliates, divisions, advertising and promotion agencies, individuals engaged in the development, production or distribution of materials for this Contest, and members of the immediate families (defined as including spouse, biological, adoptive or step-parents, children, grandparents, grandchildren, siblings and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate in this Contest. Void where prohibited by law.
- How to Enter: There is one (1) method of entry. Enter by submitting your submission addressing the “challenge” on page 1 of this brief to Delta x WAATBP Brief Competition (located at <https://waatbp.oneclub.org/delta-brief-application/>) during the Entry Period. Entrants will not be eligible to win the Contest unless agreeing to the terms and conditions. Submissions must be the original work and original idea of the entrant. Entrants who submit ideas or proposals that are not their own, or using artificial intelligence or other similar means, will be disqualified. Limit of one (1) entry per person.
- All eligible entries received during the Entry Period will be judged using scoring criteria on a scale of 1 to 5 on the following categories: Overall presentation (persuasiveness, clear ideas, time was used well) and Campaign (originality, variety of media, objective met, target audience, executable, brand consistency, and cohesiveness). Winners will only be selected from the eligible entries. Five (5) winners will be selected total. The top five scores will be selected as the winners.
- Potential winners must sign an affidavit of eligibility/publicity/liability release and an IP assignment before award of prize. If affidavit and release are not signed and returned to the designated representative within two (2) days of prize claim, prize will be forfeited and an alternate potential winner will be selected based on the next

highest score. A representative of Sponsor or its agency will contact each potential winner via phone or email within seven (7) days after the date of drawing. If the potential winner does not respond within seven (7) days, the prize will be forfeited and an alternate potential winner will be selected based on the next highest score. Odds of winning depend on total number of eligible entries received. Sponsor will be required to each winner's tax-ID information as a condition of prize award. Entrants may be required to provide proof of eligibility in any manner Sponsor deems appropriate as a condition of receiving a prize.

- Each winner will be invited to attend the *Where Are All the Black People?* Conference on September 26, 2024 through September 27, 2024 ("Conference"), and will receive an award onstage during the Conference. In connection with this, each winner will receive (i) a round-trip main cabin ticket for a flight marketed and operated by Delta for use within the contiguous U.S. to attend the Conference (ARV \$800), (ii) a two-night stay in New York City during the Conference (ARV \$800) (collectively, "Prize Package"). Total aggregate approximate retail value for each winner is USD \$1,600. Sponsor reserves the right to modify or substitute the Prize Package at its sole and exclusive discretion and without prior notice to winners. Winners assume sole responsibility for all costs associated with any component of the Prize Package not explicitly outlined above, including without limitation, all taxes and fees which may be incurred as a result of winning the Prize Package and which shall be the sole responsibility of the winners. The Prize Package is not transferrable and not substitutable for cash or a cash equivalent. Winner is responsible for ground transportation, food, lodging and any incidental costs not expressly described in the prize description. Sponsor is not responsible for claimed prizes which cannot be used due to winner's unavailability and claimed but unusable or unused prizes will not be substituted.
- The Sponsor is not responsible for misdirected, incomplete, lost, late, or inaccurate entries, nor for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit or affect a person's ability to participate in the Contest, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes or in any Contest -related materials. In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsor's control, which corrupt the integrity, administration, security or proper operation of the Contest, Sponsor reserves the right, in their sole discretion, to modify, cancel or suspend the Contest. False or deceptive entries or acts will render the entrant ineligible. In the event of cancellation, Sponsor may elect to identify winners and award the Prize Packages from among all non-suspect, eligible entries received up to the time of such cancellation.

- Except where prohibited by law, by submitting an entry, each entrant for himself or herself and on behalf of their heirs, successor and assigns hereby grants to Sponsor, Delta, and each of their parents, subsidiaries, affiliates, divisions, advertising and promotional agencies, and each of the foregoing entities' employees, royalty-free license to publicize, broadcast, display and/or otherwise use the entrant's name, likeness, city, and province, in any media now known or hereafter devised throughout the world in perpetuity for advertising and publicity purposes in connection with the Contest, including such usage on the Internet, without further compensation.
- By entering or participating in the Contest, entrants agree to be bound by these Official Rules and by the decisions of Sponsor and Delta, which are final and binding in all respects. Anyone violating these Official Rules will be disqualified. In addition, each entrant represents and warrants that all information contained in his/her entry is true and accurate. The Sponsor is not responsible for any printing errors in these Official Rules or otherwise in any materials available at the Contest Site. Neither Sponsor nor Delta shall be responsible for lost, late, misidentified or misdirected entries, or telecommunication or computer hardware or software performance, errors, delays or failures. Sponsor reserves the right to disqualify any individual who tampers with the entry process or the administration of the Contest.
- Except where prohibited, by participating in the Contest, entrants agree to release, indemnify and hold harmless Delta Air Lines, Sponsor, together with the those working on their behalf, and each of its respective shareholders, owners, franchisees, landlords, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees (the "Released Parties") from and against any damage, injury, death, loss, liability claim or cause of action, either in law or equity, whether known or unknown, asserted or not asserted, that may in any way arise out of participation in the Contest or receipt, awarding, acceptance, use or misuse of any prize, or any substitute prize including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of entries; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize. By participating in the Contest, entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Entrants agree that in any cause of action, in no event shall the Released Parties be liable for attorneys' fees and/or experts' fees and costs. WITHOUT LIMITING THE FOREGOING, THE CONTEST, ALL PRIZES, AND ALL MATERIALS PROVIDED IN THE CONTEST ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

- Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prizes awarded shall be resolved individually, without resort to any form of class action, and shall take place exclusively in Atlanta, GA and each entrant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts; and (b) ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS CONTEST. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT WHETHER FORESEEABLE OR NOT AND WHETHER BASED UPON NEGLIGENCE OR OTHERWISE.
- The Sponsor, reserves the right, in its sole discretion, to cancel or suspend the Contest for any reason, including should virus, bugs, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest.
- Main Sponsor and Administrator: One Club