

Executive Summary:

MEMORANDUM:

To: United Airlines Communications Team
From: Marilyn Goodridge
Subject: Healthy Planet, Healthy Traveler Campaign
Date: November 20, 2025

United Airlines is a leader within the airline industry, constantly pushing what modern travel should look like and feel like, which should be healthier for passengers, but also healthier for the planet. I chose United Airlines as my client because the company invests in sustainable aviation fuel and has a customer-first approach, which allows the campaign to blend with sustainability for its fuel as well as wellness perks for customers in a super meaningful way. The primary issues many travelers face are rising stress and inconsistent wellness support, as well as growing concerns about environmental impact from flying. United's new Well+ Travel Experience campaign combats these concerns through two key offerings. As we already have a focus on sustainable aviation fuel, we will now offer in-flight wellness amenities, such as upgraded health-focused meals and complementary wellness kits for customers who opt in to the Well+Travel Experience. This reinforces United's broader commitment to a cleaner future through expanded EcoSkies initiatives. This calls travelers to opt in to United's EcoSkies contributions while booking. The main stakeholders include health-conscious frequent flyers, eco-conscious customers, loyalty members, and sustainability partners that United already has and will continue to work with. This campaign will use tactics across digital, print, and broadcast channels, including targeted social media content, a media pitch, a news release, branded storytelling, and paid placements.

Strategic Message Planner:

Client Key Facts:

- United Airlines is one of the largest airlines in the world, with one of the largest global route networks, which serves more than 340 destinations worldwide.
- United focuses on innovation, safety, and responsibility across all company operations
- The airline is a leader in Sustainable Aviation Fuel development and investment.
- United has promised to reach 100% net zero emissions by 2050.
- The company created EcoSkies to give customers a way to help with cleaner aviation.
- United has a history of launching customer-facing service improvements.

Product Key Features:

- What: The Well+ travel experience is focused on wellness by upgrading features such as health-focused meals and complementary wellness kits.
- Who: for United Passengers who prioritize wellness, comfort, and sustainability.
- Where: On all select domestic and international flights.
- When: Launching November 20, 2025, for the upcoming travel season as part of customer experience improvements during holiday travel.
- Why: Travelers are facing higher stress and more concern about wellness and environmental impact while flying.
- How: With the integration of the new in-flight wellness amenities, while also coexisting with EcoSkies, which supports both personal health and cleaner aviation fuel.

Target Audience:

- Health-conscious frequent flyers
- Eco-conscious travelers and business partners
- MileagePlus loyalty members
- International Travelers
- Gen Z and Millennial travelers focused on wellness and sustainability

Product Benefits:

Needs:

- Travelers need control over comfort, well-being, and peace of mind while flying.
- Travelers need transparency that their airline supports both personal health and environmental initiatives.

Goals:

- Travelers want to focus on efficiency, ease of use, and peace of mind
- Travelers increasingly want more experiences that support wellness and sustainability options.

Competitors:

- Delta Airlines: Horizontal has the same product
- American Airlines: Horizontal has the same product
- JetBlue and Alaska are promoting sustainability initiatives
- Emirates is offering wellness service upgrades
- United differentiates itself by pairing both wellness and sustainable aviation fuel leadership, offering combined benefits at an affordable, appealing cost that very few competitors can match.

Brand Image:

- United is known for its commitment to sustainability and reliability.
- United ideally wants to be viewed as an airline that is a leader both in wellness and environmental responsibility.
- One challenge is being able to clearly communicate upgrades so travelers understand the dual benefit of the value they're getting.

The Promise:

United Airlines is committed to travel that is healthy for passengers and for the planet.

The Proof:

- in sustainable aviation fuel investment and deployment.
- The EcoSkies program allows travelers to directly impact and support cleaner aviation.
- The Well+ Travel Experience offers healthy in-flight meals that support recovery, comfort, and longevity.
- Wellness kits will include sanitizing wipes, masks, and liquid IVs to reduce travel stress.
- United's "Good Leads the Way" statement aligns perfectly with companies' focus on wellness and responsibility for customers.

Social Media Audit:

United Airlines has an active, responsive, and humorous presence across all major social media platforms. Each channel supports customer service and promotes new initiatives, while also having a laid-back identity. On X, formerly Twitter, United primarily focuses on real-time customer support, talking about things that are going on that may affect flight delays or regulations that have an effect on flights, but also has a humorous touch to engage with its customers. X focuses a lot on customer care touchpoints, communicating with customers and updating them, which allows them to commit to transparency and responsiveness. On Instagram, United shows high-quality videos and pictures of its aircraft, as well as humorous branding and brand partnerships. The tone is inspiring, but also down-to-earth and humorous, helping retain customers, especially younger travelers, through this type of storytelling. Through all platforms, United is consistently promoting how they're leading with goods, as well as new flight routes to have destination spotlights and information about the aircraft themselves. A recent post was on their fifth annual September of Service, where they encourage United employees to honor the lives and legacies of customers lost by 9/11, which shows a picture of them climbing the steps to memorialize September 11th. While engagement is strong across all platforms, I do think United can go further to focus on their initiatives, especially with wellness-focused and sustainability travel, and educating more about their amenities than just humorous short-form videos. We could emphasize this by demonstrating wellness kits and featuring Instagram reels highlighting the healthier wellness alternatives that people can opt into. This would support the "Healthy Planet, Healthy Traveler" campaign.

Screenshots:

The image displays three screenshots from social media:

- Top Left:** A grid of 12 images related to United Airlines, including flight attendants, aircraft, and airport scenes. One image shows a flight attendant with a drink and the text "This and flying Polaris anywhere". Another shows a flight attendant with a child and the text "Unlooking at other airline's noses".
- Top Middle:** A post from "united" dated September 11. The image shows firefighters in blue shirts with "GOOD LEADS THE WAY" printed on the back, climbing stairs. The caption reads: "Liked by claudia_rudzinski and others united 2025 is our fifth annual September of Service, when we encourage United employees to honor the lives and legacies of our colleagues and customers lost on 9/11 by dedicating time to a meaningful project." It has 71 likes and 56 comments.
- Top Right:** A close-up of the comments section for the September 11 post. Comments include:
 - hrynewycuczen 11w: "will never forget!" (3 likes)
 - scottkirby 11w: "Thank you to the team who climbed for the cause, and to all the people of @united participating in September of Service events this month. #neverforget" (24 likes)
 - united 11w - Author: "@scottkirby We're proud of our team members who are honoring the lives lost and making a difference through service this September." (7 likes)
 - marques.phil 11w: "#UALproud" (4 likes)
- Bottom:** A screenshot of the United Airlines profile page. It shows the profile name "United Airlines" with 1.3M posts. The "Posts" tab is active, showing three recent posts:
 - A flight schedule table with 68 replies, 51 retweets, 385 likes, and 73K views.
 - A post from 6/26/25: "Tag yourself. I'm the Labubu in Polaris." with 116 replies, 86 retweets, 527 likes, and 12K views.
 - A post from 6/25/25: "New, personalized United app features for connecting flights!" listing features like "Step-by-step directions between gates", "Real-time flight status updates", and "A heads up if we're able to hold the plane for your extra-tight connection".

Social Media Strategy

Instagram is the strongest channel for telling a story visually and lifestyle messaging. Instagram allows United to showcase the Well+ Travel Experience through high-quality posts, Reels, and Stories. This ties emotional engagement while reaching millennial and Gen Z travelers who care about wellness and sustainability.

Instagram:

Post 1: A close-up of the United Well+ Wellness Kit designed to focus on sanitisation, comfort, and hydration throughout the whole flight. Posted with the caption of Introducing the United Well+ Wellness Kit, to support in-flight comfort, hydration, and immunity throughout the whole flight. This would be published during the launch week to focus on an initial push. This supports news releases and advertising messaging.

Post 2: The picture will be of the Well+ meal photographed within the aircraft with a bunch of natural light pouring in, with the caption will be, Travel well, eat well, introducing our new Well+ meals that keep you energized while in the air. This would be a little bit after our first initial push and launch week, ideally week two of the campaign, and this is supported by broadcasts, ads highlighting meal upgrades, and then the sustainability messaging.

LinkedIn:

Post 1: The picture will be of the Well+ meal photographed within the aircraft with a bunch of natural light pouring in, with the caption, Travel Well, Eat Well, introducing our new Well+ meals that keep you energized while in the air. This would be a little bit after our first initial push and launch week, ideally week two of the campaign, and this is supported by broadcasts, ads highlighting meal upgrades, and then the sustainability messaging.

Post 2: A data-focused infographic explaining how EcoSkies' contribution program advances sustainable aviation fuel and reduces life cycle emissions. With the caption being, United continues to lead the industry in sustainable aviation fuel investment through our EcoSkies program, travelers can directly support cleaner aviation initiatives while also experiencing the perks of the Well+ wellness amenities on board. A healthier flight starts with a healthier planet. United would publish this about three weeks into their campaign, following the meal and wellness announcements, and would have support by sustainable messaging, corporate reputation, and would have earned media coverage related to SAF advancements.

Social Media Calendar:

Date: This campaign is going to run for one full quarter to align with standard marketing cycles and allow for enough time for awareness, engagement, and then also for behavioral changes to take place. Starting November 20, 2025, scheduled posts will go out at a weekly interval during high online traffic times and around key travel times, such as holidays and long weekends, when there are travel spikes. Having a quarter as our timeline gives us enough time to introduce the

Well+ Wellness Kits, the new health-focused meals, and then also build more momentum for customers to opt in to the Eco-Skies program.

Platform: For this campaign, United will be using predominantly LinkedIn and Instagram. As Instagram focuses on consumer-facing storytelling with visual aspects, United can focus on the wellness kit, healthy meals, and customer experience upgrades through photography and short videos such as Reels. LinkedIn, on the other hand, is ideal for sustainability messaging, corner partnerships, and SAF slash EcoSkies communication that is targeting business travelers and eco-conscious consumers.

Audience: The content will be written to reach United's target audience, including health-conscious frequent flyers, eco-conscious travelers, corporate travel managers and business travelers, and loyalty travelers.

Objective: The objectives that United is going to focus on are awareness, engagement, and action. Awareness introduces the Well+ Wellness Kits, as well as the Healthy Meals. Engagement encourages users to explore the new wellness experiences and sustainability feedback. Engagement drives EcoSkies Customer Op-In by demonstrating the impact of SAF. All of these objectives reinforce the campaign's promise to not only help passengers live a healthier life but also contribute to the planet, having a cleaner future.

Keywords: The keywords consist of Wellness and comfort around the Well+ Program, focusing on words including Rest and healthy travel. Surrounding sustainability and SAF United's main keywords are going to be EcoSkies, Clean Aviation, and Climate Action. In terms of general keywords, United will focus on customer experience keywords, including innovation, Upgrade, and United Experience.

Media Pitch Memo:

To:

ChicagoAviationDesk@chicagotribune.com

Subject:

Media Advisory: United Airlines “Healthy Travelers, Healthy Planet” event

United Airlines Media Advisory

For Immediate Release

Nov 20, 2025

United Airlines hosts an exclusive “Well+” preview event at the United Polaris Lounge at O’Hare

What:

Bryan Stoller, Vice President and global head of Customer Care & Contact Centers at United Airlines, will host an exclusive preview of United’s newest passenger experience upgrades at 10 AM, Thursday, Nov 20, inside the United Polaris Lounge at O’Hare International Airport (ORD). Stoller will walk members of the media through United’s new Well+ Wellness Kits, upgraded health-focused in-flight meals, and the expanded EcoSkies program. Product samples of the Wellness Kits and meal previews will be provided to all those attending.

Who:

Stoller will give remarks and take questions. Additional remarks will be made by United’s Airport Customer Operations Team. The media will receive photos and bios at the event. More information will be provided on United’s newsroom site after the preview.

Where:

United Polaris Lounge
Terminal 1, Concourse C
O’Hare International Airport
Chicago, Illinois

When:

The event will begin at 10 a.m., Thursday, Nov 20, and will last roughly two hours.

How:

Media will check in at the Polaris Lounge reception desk on Concourse C for security clearance and credentials. A United representative will escort all journalists to the lounge.

More Information:

United Airlines Media Relations Team

media.relations@united.com
(872) 825-7500
Pitch Memo: Doug Ross, Chicago Tribune

Subject: Exclusive Access: United Offers Preview to Customer Enhancements at O'Hare

Hi Doug,

I hope you are doing well. I'm reaching out from United Airlines with an opportunity for an exclusive story that aligns with your reporting on Chicago transportation.

On Thursday, Nov 20, United is hosting a media-only preview inside the United Polaris Lounge at O'Hare (ORD), a space typically only available for international long-haul passengers. The preview will show several Upgrades to customer care, including redesigned service touch points, new digital tools, and new EcoSkies features that will be introduced later this year.

We'd like to offer you an exclusive on-site access and one-on-one interview with Bryan Stoller, United's vice president and Global head of customer care and contact centers. Stoller will dive more into how United is modernizing and why ORD is at the center of these updates to passenger experience.

If you're interested, please reach out at your earliest convenience.

Best,
Marilyn Goodridge

Outlet: Chicago Tribune
Writer: Doug Ross
Email: Doug.Ross@nwi.com

Why this outlet? Ross covers aviation with Chicago airport advancements and Airline modernization. This makes him an ideal fit for a United passenger experience story.

News Release:

United Airlines Unveils New Well+ Wellness Kits, Health-Focused Meals, and Expanded EcoSkies Program

NEWS PROVIDED BY

The Chicago Tribune

November 20, 2025

CHICAGO, Nov 20 - United Airlines announced a new passenger wellness and sustainability initiative featuring Well+ in-flight wellness kits and health-focused meals, and an expansion of the EcoSkies customer program by supporting Sustainable Aviation Fuel development.

The Well+ wellness kits will debut on select flight routes beginning as early as late 2025. Each kit includes hydration support, sleep, and comfort essentials designed to reduce stress and improve customer satisfaction and well-being. United is also launching new in-flight meals focused on whole ingredients, balanced nutrition, and lower sodium to support comfort for customers while in the air.

In addition, the airline is expanding its EcoSkies program to allow customers to directly contribute to SAF investment at checkout. SAF can reduce greenhouse gas emissions by up to 80% compared to traditional jet fuel.

“Travelers are increasingly asking for healthier, more sustainable options,” said Brian Stoller, United’s Vice President and Global Head of Customer Care and Contact Centers. “The Well+ experience and our upgraded meals help passengers feel better in the air, while EcoSkies gives customers a meaningful way to support the future of our planet.”

A media briefing will be held in late 2025, where journalists will receive product samples, wellness kit demonstrations, and meal previews.

Media Contact:

Marilyn Goodridge

mgoodri6@depaul.edu

Branded/Sponsored Content

Publication Target: Conde Nast Traveler

Air travel is entering an entirely new era, not defined by speed as we know from the Concorde, but from luxury in the little things, by our well-being and our health. For millions of frequent flyers navigating demanding work schedules, long routes, and chronic fatigue, the traditional flight experience has not kept pace with what modern travelers need most: their health, their rest, and a sense of relief.

Throughout social media, travelers are increasingly more vocal about the toll that poor food options and cabin conditions are taking on them. Industries reporting from Travel Weekly reflect this idea. Wellness is no longer a perk; it should be an expectation. Airlines that fail to address these concerns may risk losing some of their most loyal customers.

United Airlines, a leader in aviation, is positioning itself to meet this new holistic approach by offering wellness options on board. The Well+ initiative introduces health-focused meals and curated wellness kits designed to help travelers reset not only mentally but also physically when they're on board. In partnership with Calm, the airline is expanding access to meditation and guided breathing techniques through in-flight systems.

"We've listened closely to what passengers say they need to feel good in the air," said Bryan Stoller, United's Vice President and Global Head of Customer Care and Contact Centers. "Well+ is designed to support their bodies, their minds, and their routines now. Travelers don't need to choose between travel and wellness."

Travelers are also able to opt into United's EcoSkies program, supporting sustainable aviation practices while caring for their own health through Well+. The focus is on wellness and sustainability, which should be tied together.

United is pushing Flyers to explore new offerings such as Well+ this season, with their well-being at the Berry Center.

Publication Rationale: Condé Nast Traveler covers wellness travel, sustainable aviation, and luxury experiences. So this audience is the perfect way to align United with health-conscious and eco-conscious frequent flyers. As well, the contact Megan Spurrell covers wellness travel trends and airline innovation, making her a good match.

Contact:

Megan Spurrell

Director of Associate Articles, Conde Nast Traveler

megan.spurrell@condenast.com

Email Newsletter Blast

Subject: Introducing United Well+: Fly healthier. Fly cleaner. Fly United.

Hi Mr. Stalker,

United is launching Well+, a new wellness-focused travel experience to help you destress mid-flight. Enjoy upgraded Well+ kits with comfort and hydration essentials, plus new health-focused meal options on select routes.

You can also choose to fly cleaner by opting into EcoSkies at checkout, where you can contribute to Sustainable Aviation Fuel development.

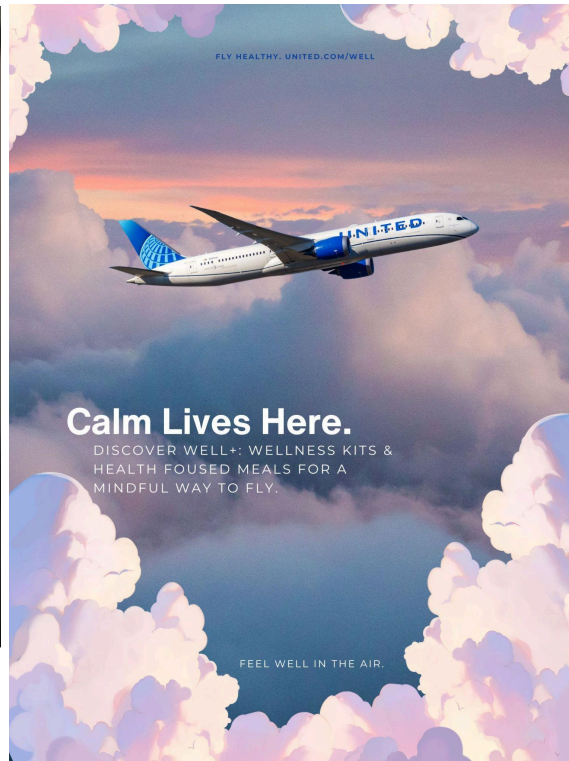
As a thank you for being a part of the United community, use promo code WELL10 for 10% off your next United booking*

Fly healthier. Fly cleaner. Fly United.

United Airlines

*Terms and conditions apply

Display Advertisement



These ads would run in Travel and Leisure magazine, where lots of frequent flyers read the magazine. This would target health-conscious, frequent flyers, and passengers interested in wellness and comfort upgrades.

Audio Advertisement:

Client: United Airlines

Running Time: 30 seconds

Air Dates: Jan 10 - Feb 10, 2026

Placement: Spotify Streaming Audio (Wellness and Travel podcasts)

Rationale: Spotify allows United to reach health-conscious travelers through targeted placements on wellness, meditation, business travel, and productivity podcasts during peak booking season.

TIME IN SECONDS (Starts at:00)

:00

Technical Directions: SFX: soft airplane cabin sounds and chime; soft music starts

Narration: Announcer: Life is stressful enough. Travel shouldn't add to it.

:05

Technical Directions: Slightly increase the music

Narration: Announcer: With United's new Well+ wellness experience, you'll enjoy comfort kits designed for hydration and relaxation.

:10

Technical Directions: SFX: seatbelt chime

Narration: Announcer: plus thoughtfully crafted, health-forward meals on select routes.

:15

Technical Directions: Music softens

Narration: Announcer: And when you opt into EcoSkies at checkout, you help support the development of sustainable aviation fuel for a cleaner tomorrow.

:22

Technical Directions: Music increases

Narration: Announcer: United Well+. Because feeling good shouldn't stop when you fly.

:26

Technical Directions: Fade music

Narration: Announcer: Book your next trip at [United dot com](http://United.com)

Career Ambitions Memo

This quarter did not go as I planned, but it did push me to grow in ways that I did not expect. I learned how important it is to be proactive, stay ahead of deadlines, and ask for help when I need it. With this class in particular, I genuinely felt that I strengthened my writing and my understanding of strategic communication, and I definitely think I've learned a lot from this class. I've always had a really great time learning with Professor Stalker. Professionally, I want to work in startups and venture capital. My long-term dream is to build a career at a tech startup or eventually work at a firm like Andreessen Horowitz. What I've learned in PR and advertising has already helped me in early startup experiences, especially in messaging and audience insights, and how brands communicate, which is so important early on. As a student, this quarter taught me a lot about where my limitations lie. I definitely was very burnt out over the summer, and I over-committed myself to several different organizations at DePaul and nationally as well. But each of those experiences really forced me to see what balance looks like. I'm learning how to prioritize my health and my academics, which, funny enough, mirrors the wellness-focused campaign that I created. My immediate next steps are to apply these lessons to my upcoming classes and be a lot more intentional with my work moving forward.