

Air Jamaica Names Yendi Phillipps as Global Ambassador

Air Jamaica confirmed that Yendi Phillipps—one of Jamaica’s best-loved young celebrities—is the airline’s global ambassador.

Phillipps, who is the runner-up in the 2010 Miss Universe competition, will take the airline’s message of renewal to customers and travel partners around the world. Phillipps will also become the host of the airline’s inflight video, Island Stylee, to which she will bring her signature upbeat style.

Phillipps was selected not only for her visibility, but also because of her personal demonstration of Air Jamaica’s new brand statement of redefinition. “Yendi’s personal story is perfectly aligned with Air Jamaica today. Like the airline, Yendi has reinvented herself in ways that delight her fans and prove that innovation is the first call of any brand—personal or corporate,” said Joy Schaaffe, Senior Manager Marketing, Air Jamaica.

Phillipps, 25, first came to prominence in 2007 when she was crowned Miss Jamaica World. She went on to become a runway model and TV host, and in 2010 she claimed new notice as the runner-up in Miss Universe competition. She holds a Bachelor’s Degree in Fine Arts and a Masters Degree in Recreation and Leisure Management.

“I’ve already been able to share the message that Air Jamaica is here to stay, and there is real sense of joy that people have when they hear this,” said Phillipps. “It’s as if a prodigal child has returned home again, and I am very proud to be a part of engaging fans—because they are in fact fans—with the new message: Air Jamaica is everything you love and more.” Phillipps has hosted Air Jamaica re-launch events in Fort Lauderdale, Toronto and New York.

A strategy of two brands, one Caribbean airline announced in January of this year by George Nicholas III, Chairman of Caribbean Airlines, defines new prominence for Air Jamaica and recognizes its uncommon passenger loyalty.

Air Jamaica flies between Jamaica and New York (JFK), Philadelphia, Toronto and Ft. Lauderdale in North America and Nassau, Bahamas. Caribbean Airlines, with its hub in Port of Spain Trinidad, flies to New York (JFK), Toronto, Ft. Lauderdale and Miami in North America; St. Maarten, Antigua, Barbados, Grenada, Tobago and Kingston in the Caribbean; Guyana, Suriname and Venezuela in South America.

Air Jamaica will have a new fleet of Boeing 737-800 aircraft, the first of which—sporting the new livery—is already in service. The new aircraft will improve on-time performance as well as the overall passenger flight experience. Future developments include new code share agreements and new routes, with London already under consideration.

Air Jamaica recently launched multi-faceted marketing initiatives, including print and broadcast advertising, online and public relations in support of the brand statement of renewal.