

A man in a dark suit and glasses is walking through a modern, brightly lit hallway. He is looking down at a smartphone in his hands. The hallway has a tiled floor and large windows on the right side. The overall scene is overlaid with a semi-transparent blue filter.

TSO App & TSA Campaign

Strategy & Ideation

SCAD

Agenda

1

TSO App

Branding & Application

2

TSA Verify

Promotion Strategy
& Mockups

3

Campaign Overview

Strategy & Direction

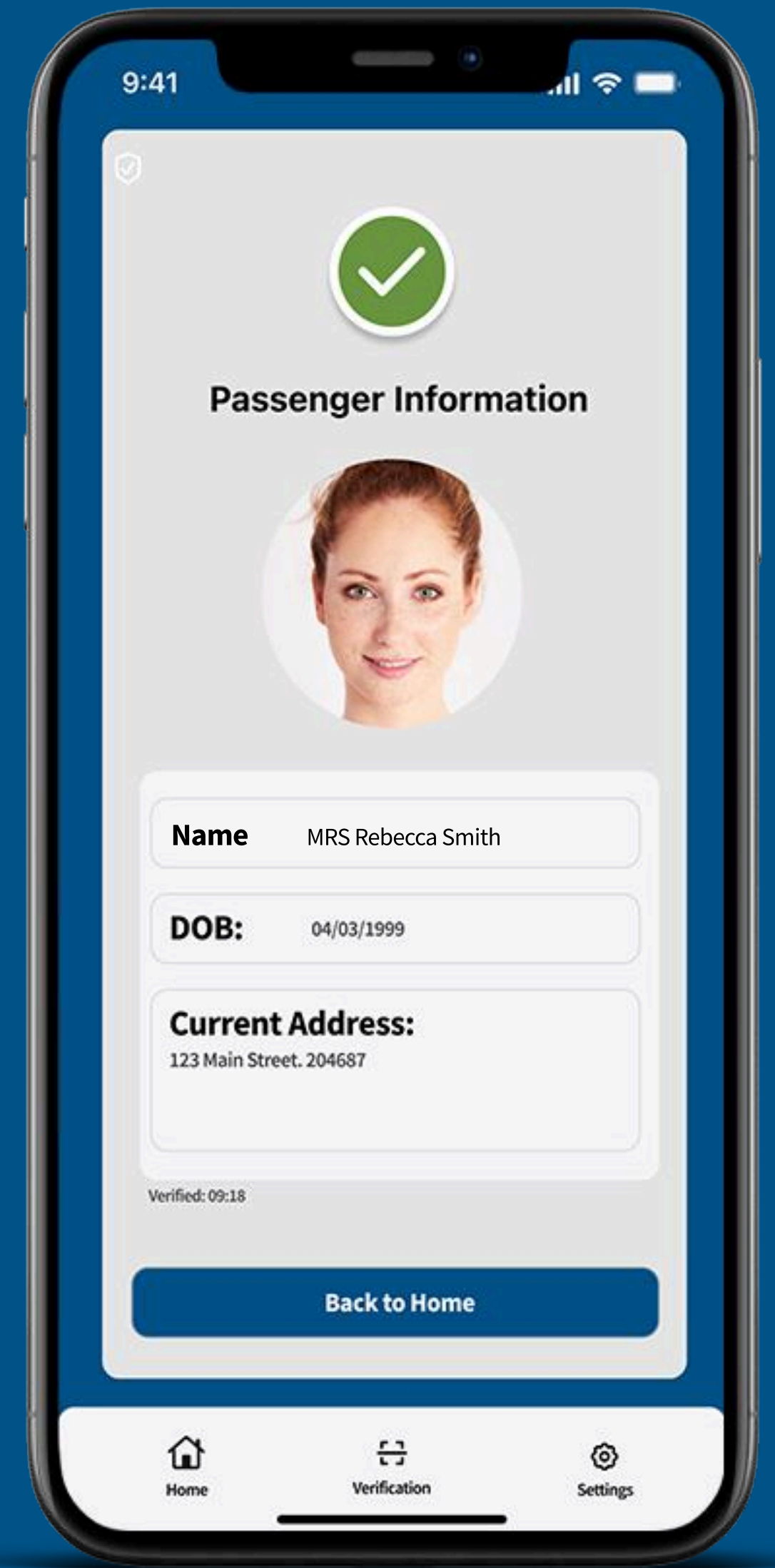
A woman in a police uniform is shown from the chest up, looking down at a tablet computer she is holding. She is wearing a headset with a microphone. The background is a blurred indoor setting, possibly a control room or office. The entire image is overlaid with a semi-transparent blue gradient.

TSO App

Branding & Application

Logo







TSA Verify

Promotion Strategy & Mockup

TSA Verify Promotion

Deliver clear guidance to help travelers download the verification app—insuring a concise process that reduces travel stress.



TSA Verify Promotion Channels

General advertising

OOH
Influencer
Social media
Word of mouth

On the way to airport

Rideshare app
Public transportation
Map app
Highway Billboard

Trip planning

Airline reservation platform
Hotel reservation platform
Vacation home rental platform
Travel influencer

Inside airport

Signage
Environmental
Guerrilla

TSA Verify Promotion

Clarity & Simplicity

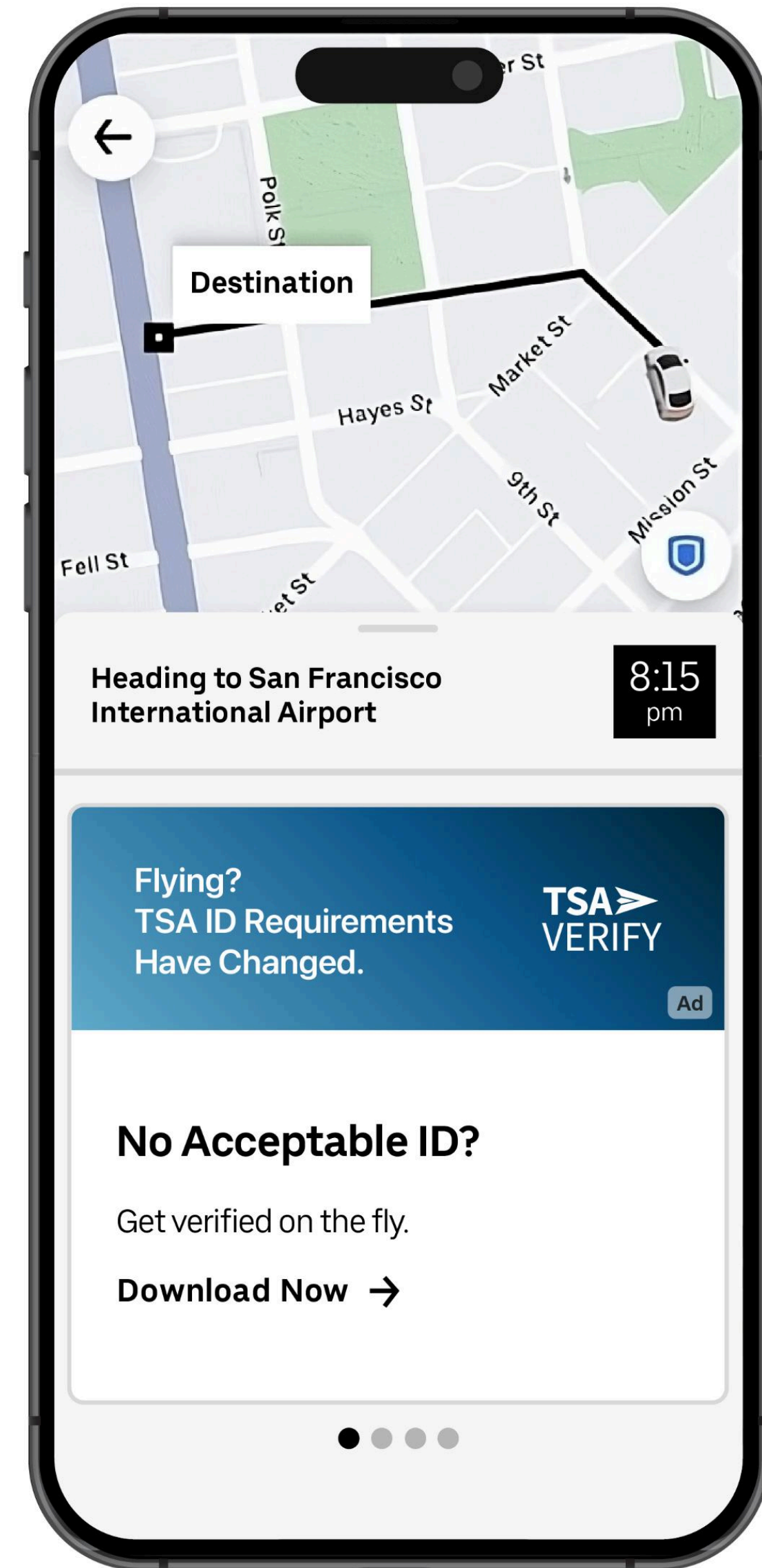
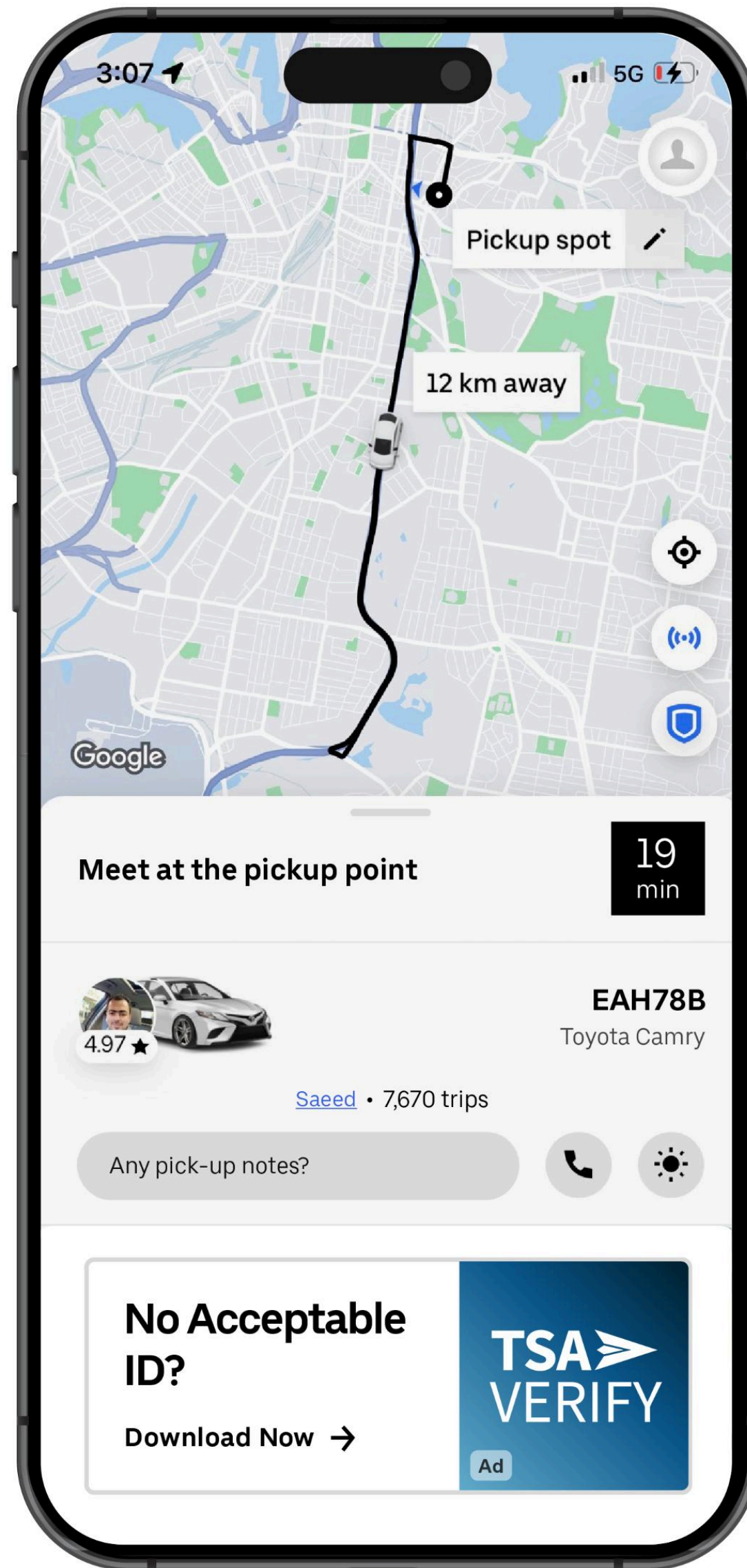
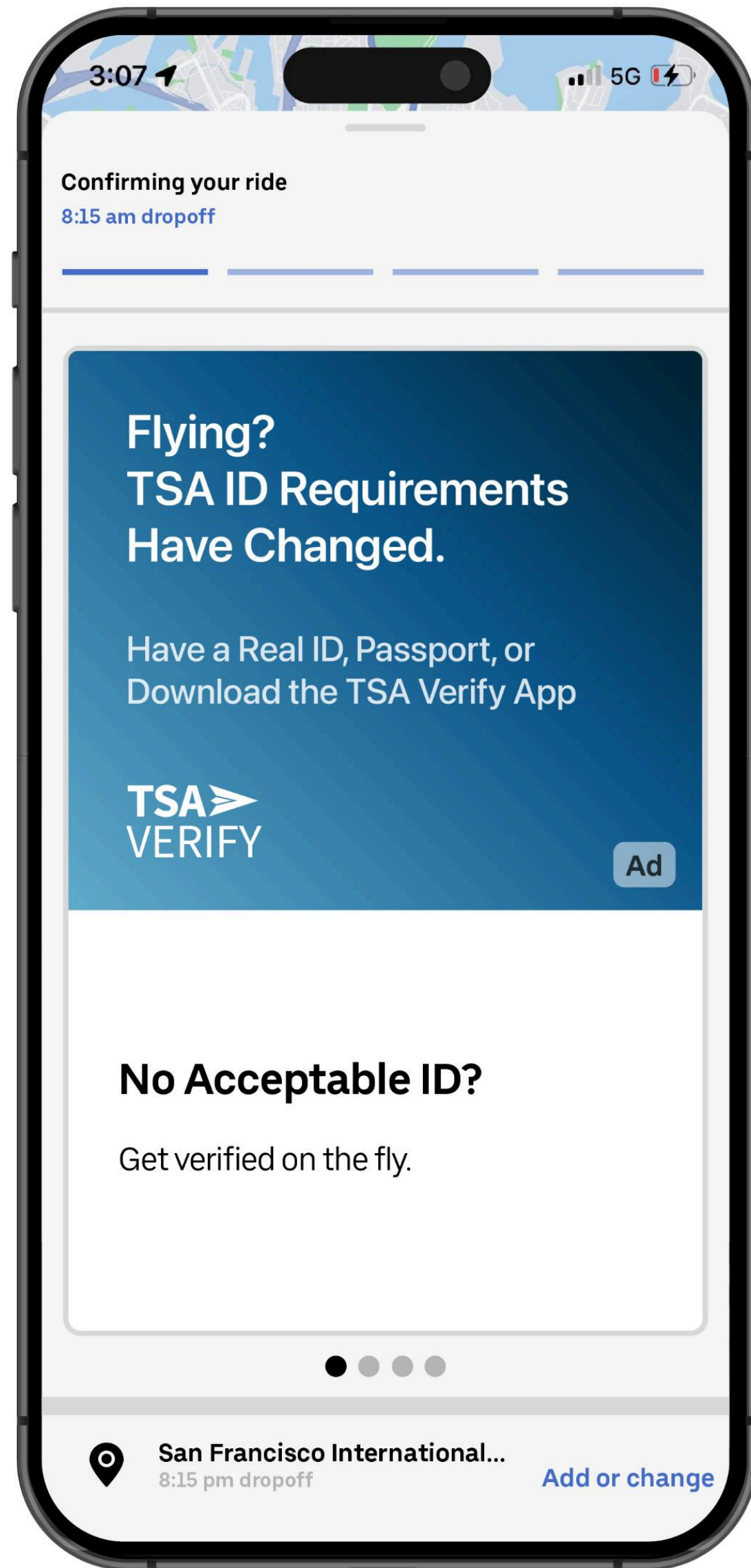
Position the app as a central hub for understanding requirements. *“One app. One checklist. Everything you need to fly ready.”*

Security & Trust

Highlighting TSA and use professional tone of voice to promote trust

Concise Call to Action

Travelers are more likely to take action when the process feels clear, convenient, and trustworthy — and less likely if they perceive it as bureaucratic, technical, or time-consuming



TSA ➤
VERIFY

TSA Verification
has changed, are
you ready?

Download the TSA Verify App



**TSA verification has
changed, *are you ready?***

Have a Real ID, Passport, or
Download the TSA Verify App



EST - 17

EST - 17

Forgot your ID?

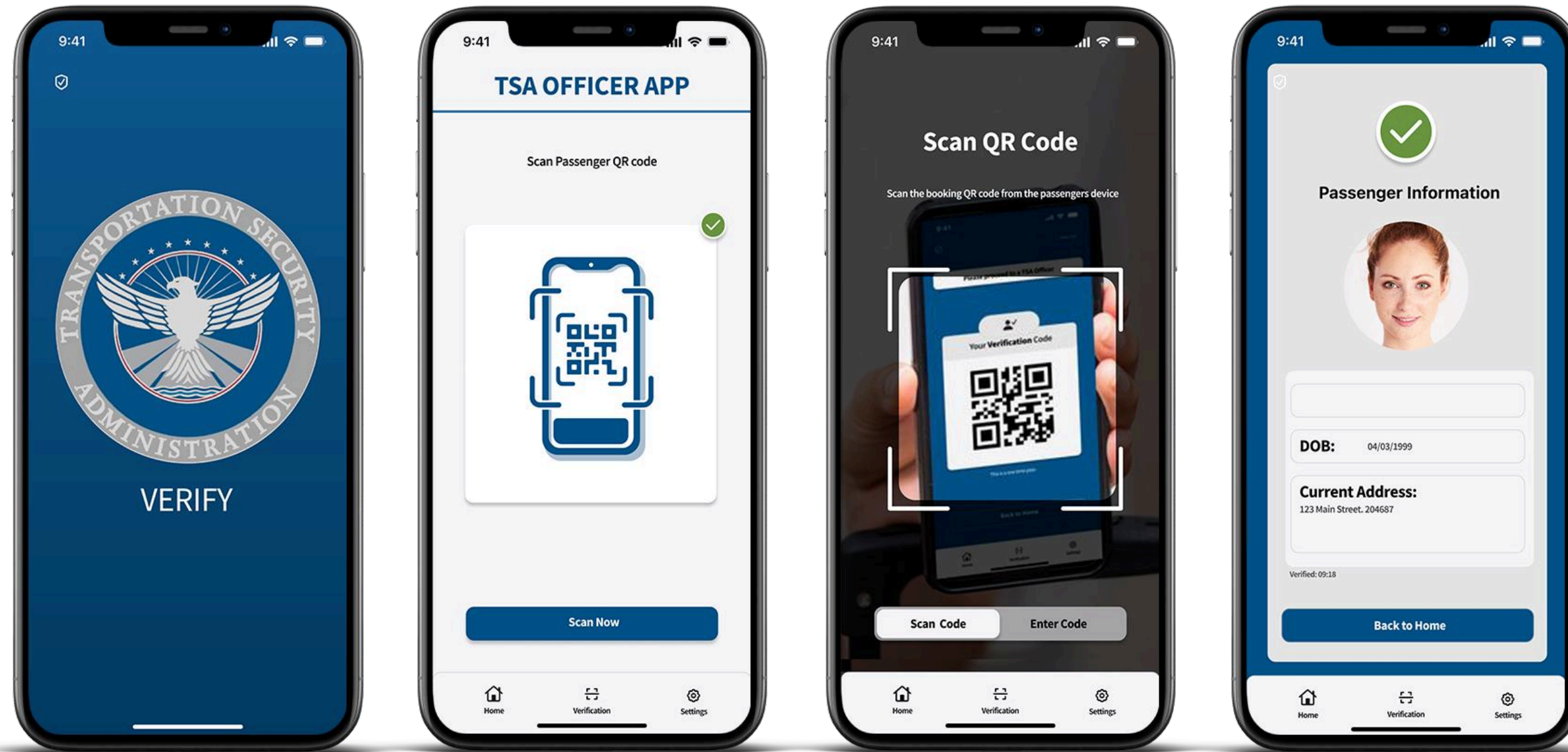
Download the TSA Verify App



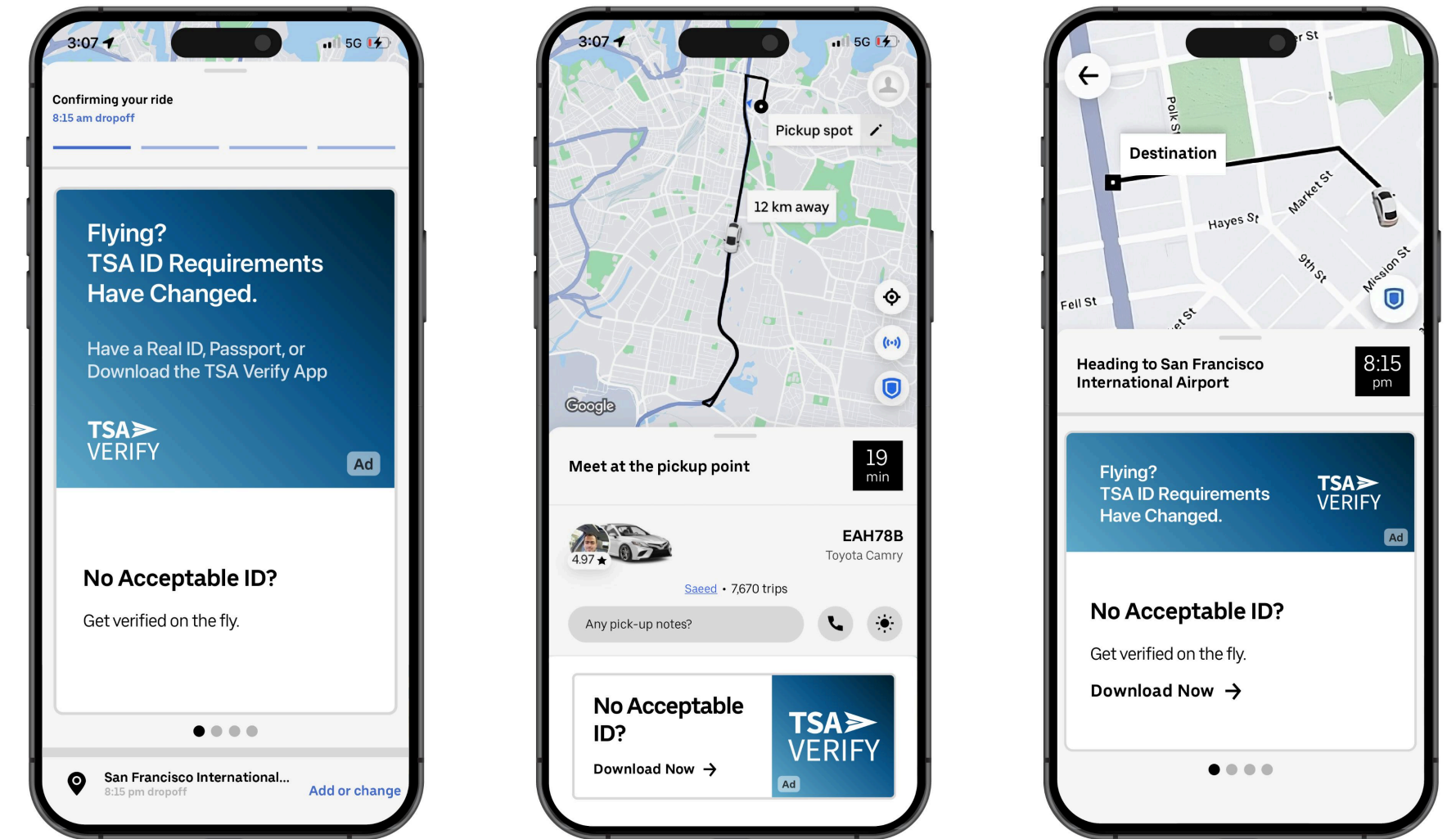
GET IT ON
Google Play

Download on the
App Store

TSA Verify (TSO Screens)



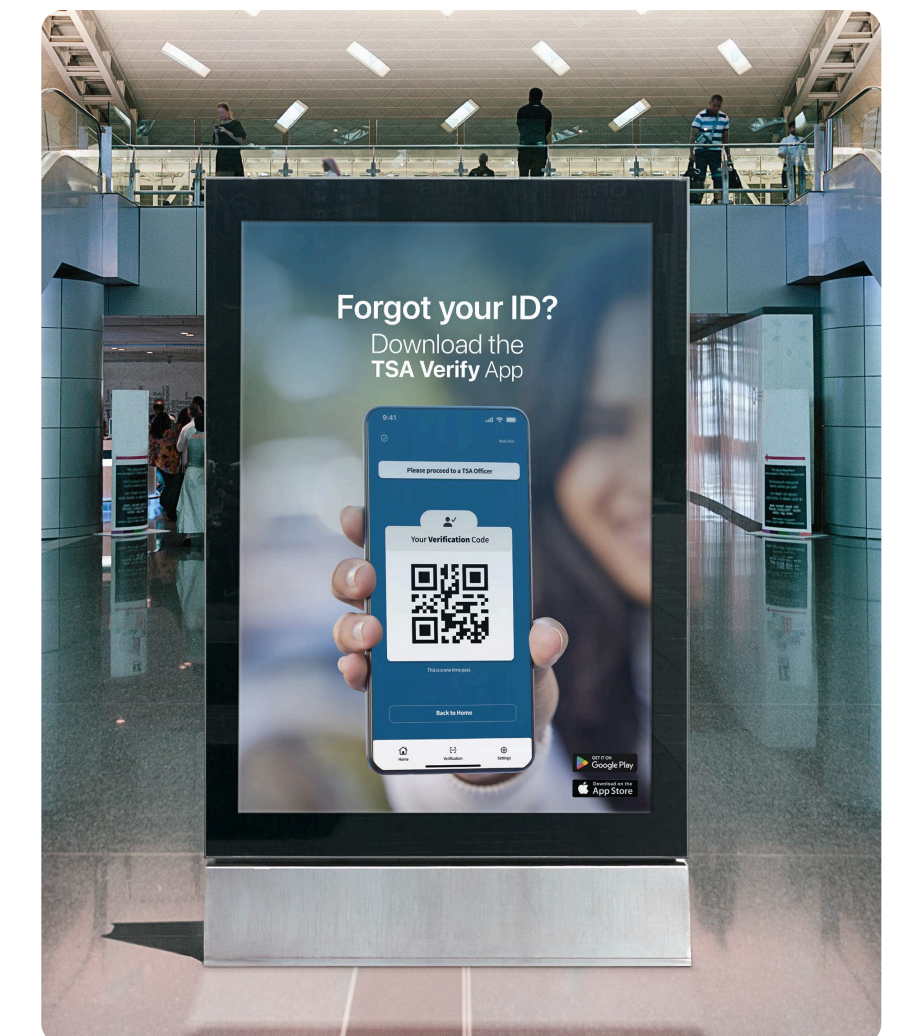
TSA Verify Campaign (Uber)



TSA Verify Campaign (Journey TV)



TSA Verify Campaign (OOH)





TSA Campaign Overview

Strategy & Creative Brief

Target Audience Narratives

**Leisure
Travelers**

**Family Group
Travelers**

**Friend Group
Travelers**

**Business
Travelers**



Leisure Travelers

How Do We Get Them?

Narrative corresponding to top leisure travelers' motives - relaxation, family visit, friend visit, and adventure

Where Do We Get Them?

Instagram, Youtube, Pinterest, travel blogs, experience booking sites, airline apps, tourist influencers, etc.

What Do We Want Them to Do?

Notice the Real ID Mandate and prepare Real IDs or other acceptable IDs (such as passport) before flight

Pain Point

They're good at planning the "fun" parts of a trip but may overlook admin tasks until it's too late



Family Group Travelers

How Do We Get Them?

Family-focused messaging, highlighting the stakes of missing a family trip

Where Do We Get Them?

Through email, Facebook, YouTube, Instagram, hotel booking sites, airline apps, etc.

What Do We Want Them to Do?

Notice the Real ID Mandate and prepare Real IDs or other acceptable IDs (such as passport) before flight

Pain Point

Managing multiple people's documentation and schedules is overwhelming, especially when info is unclear



Friend Group Travelers

How Do We Get Them?

Fun, bold, peer-driven messaging with group trip references and memes curated towards the young adult and student group travelers

Where Do We Get Them?

Instagram, TikTok, Spotify, vacation home rental platform, travel influencer, rideshare app, and etc.

What Do We Want Them to Do?

Notice the Real ID Mandate and prepare Real IDs or other acceptable IDs (such as passport) before flight, and spread awareness and aid their friends on the preparation

Pain Point

Friends often forget or procrastinate on logistical tasks, making the planner feel responsible for everyone



Business Travelers

How Do We Get Them?

Business trip related narrative and copies. Authentic and instructional business travel related content

Where Do We Get Them?

Through LinkedIn, airline emails, business travel booking, airport lounges, and etc.

What Do We Want Them to Do?

Notice the Real ID Mandate and prepare Real IDs or other acceptable IDs (such as passport) before flight, and spread awareness among peers

Pain Point

Business travelers don't tolerate inefficiencies; a single hiccup can throw off an entire workweek

Campaign Strategy

No ★ Doesn't Fly

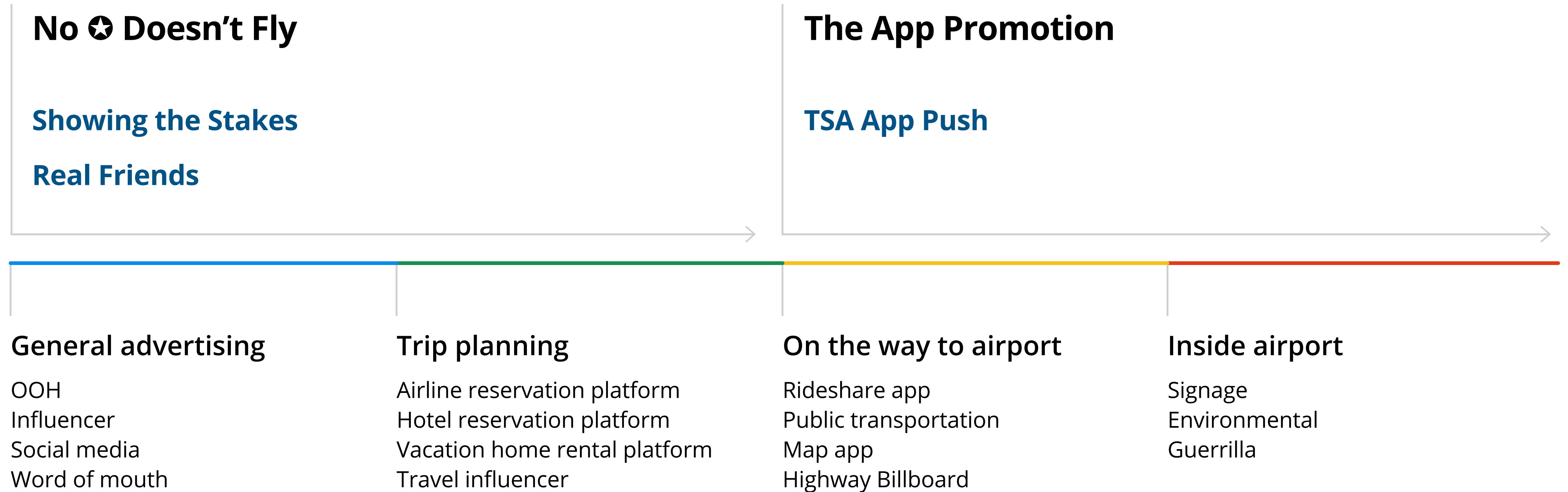
Showing the Stakes

Real Friends

TSA Verify

TSA Verify Promotion

Strategy Overview



Overview

Phase 1 - No ✪ Doesn't Fly

Inform travelers about the Real ID mandate and urge them to secure compliant identification for air travel



Plan of Action

Get

The USA domestic traveling public with insufficient ID

By

Launching multifaceted and consequence-driven media that leverages humor and narrative, turning Real ID compliance into a relatable, personal race against the clock

To

Notice and understand the Real ID mandate and prepare the correct identification for TSA verification

Because

A missed trip sabotage a potential story of our lives. With the mandate of Real ID, TSA is committed to safeguarding travelers' journeys—and the meaningful experiences they represent

Phase 1 - No ✈️ Doesn't Fly

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Showing the Stakes

Narrative Based

Use storytelling that reflexes relatable moment of travelers, sparking their sense of urgency and consequence

Motive Oriented

Common motive of traveler includes relaxing, business, visiting friends, visiting family, and traveling with groups. How do we leverage these moments to make copies that resonate with travelers

Emotional Factor

Disappointment, embarrassment, letting others down while missing a trip

Real Friends

Social Accountability

"Don't be the reason your trip gets delayed."

Position Real ID compliance as a shared responsibility within travel groups.

Positive Pressure & Incentives

Normalize the ✪ as part of every group trip checklist

Peer-Led Awareness

Most people hear about Real ID from a friend or relative, not from a government site. Encourage referrals, reminders, and group prep.

Tone of voice

Friendly

Welcoming and light hearted in language, this tone is intended to mitigate stress and quickly connect with audiences

Witty

The unexpected combination of fun + TSA captivates attention and interest. Leading as the hook to our messages

Professional

Provide the sense of security and professionalism that is fundamental to TSA's branding

Phase 2 - TSA Verify

Deliver clear guidance to help travelers download the verification app—insuring a concise process that reduces travel stress.



Plan of Action

Get

The USA domestic traveling public with insufficient ID traveling towards airport

To

Notice the Real ID mandate, and download the TSA verification app to verify their identity smoothly and soothingly

By

Employing **clear** and **concise** messaging that reduces confusion and anxiety inside airport, on ride share apps, transportation, map apps, or billboards on the way to airport

Because

Anxiety for a missed flight is prominent. Clear guidance and a smooth process improve the experience for both passengers and TSA officers

Phase 2 - TSA Verify Promotion

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Tone of Voice

Concise

Concision reduces confusion and stress. The messaging mitigate perplexity

Instructional

In moments of uncertainty, instructions and information diminishes stress by making our audience feel more in control

Professional

Providing the sense of security and professionalism that is fundamental to TSA's branding