

NOTHING BEATS A VIRAL MOMENT

When Internet Backlash Fuels Brand Awareness

A Case Study of Jet2holiday's Unexpected Internet Fame



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ABSTRACT

This case study will examine a Jet2holidays advertisement that became a trending meme on social media and how the company responded to this unexpected attention.

We will also dive into the controversial use of this trending audio, how it affected the company, and how Jet2holidays strategically used public relations and social media to influence its brand image.

CLEARED FOR TAKEOFF

Company Background

What is Jet2holidays?

Jet2holidays is a subset of the United Kingdom based airline, Jet2, that provides package holiday deals all across Europe. It is the largest tour operator in the United Kingdom.

The Founding of Jet2holidays

Philip Meeson, the founder, launched Jet2Holidays in 2007 and created Jet2plc, the parent company of Jet2holidays.

In 1971, Jet2holidays was founded as tour operator in the service-based industry and is known for its package holidays.

In 2023, Jet2holidays became the largest tour operator in the United Kingdom (Jet2Holidays, n. d.).



CLEARED FOR TAKEOFF

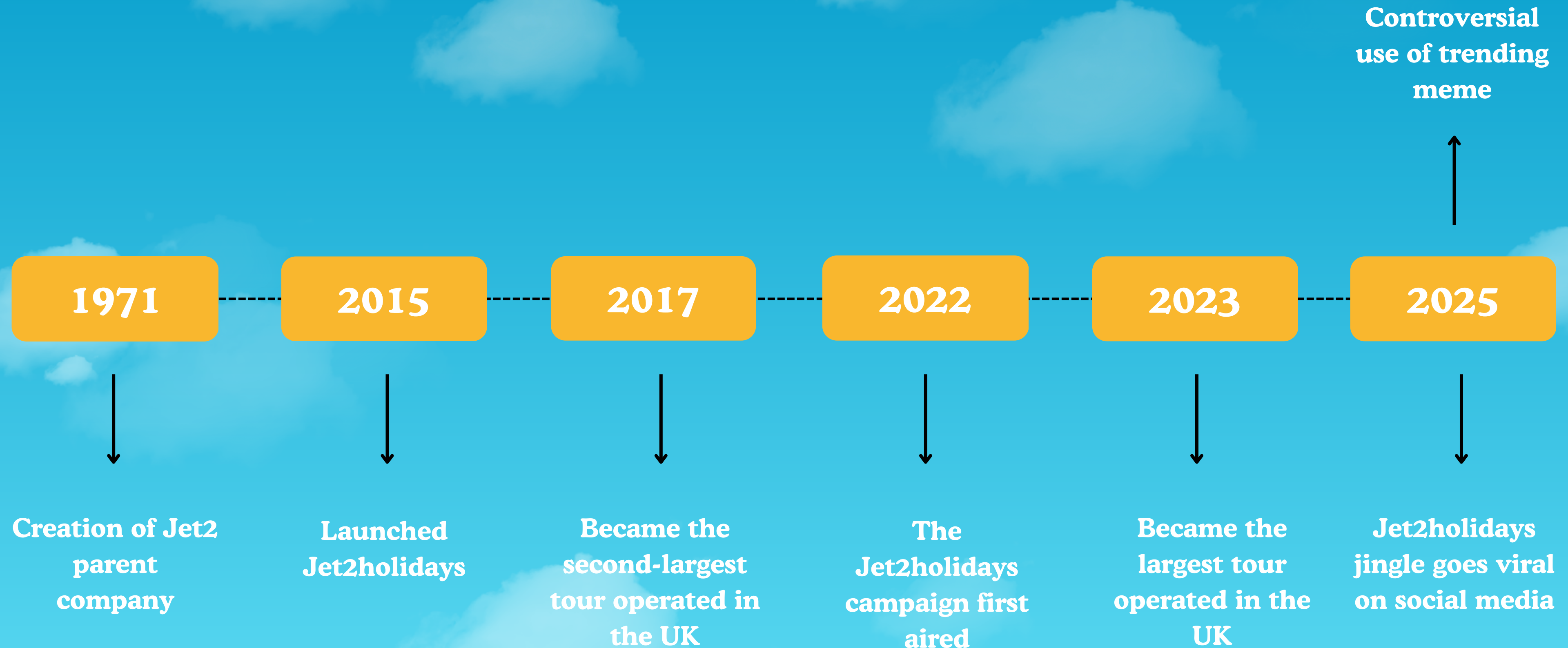
Company Background

Mission Statement

Jet2holidays goals are to provide swift, high-quality service that is budget-friendly and accessible to all. They want to ensure a responsible, safe, and customer-first experience. Their goal is to leave a positive impact on those who choose to use their service (Jet2Holidays, n.d.).



COMPANY TIMELINE



COMPANY CEO



Steve Heapy, chief executive officer, has a long history of travel industry experience. He joined Jet2 in 2009 as managing director of Jet2holidays. He was then promoted to chief executive officer of Jet2.com and Jet2holidays in 2013. By 2020, Heapy was the chief executive officer of Jet2 plc.

THE CAMPAIGN THAT TOOK FLIGHT

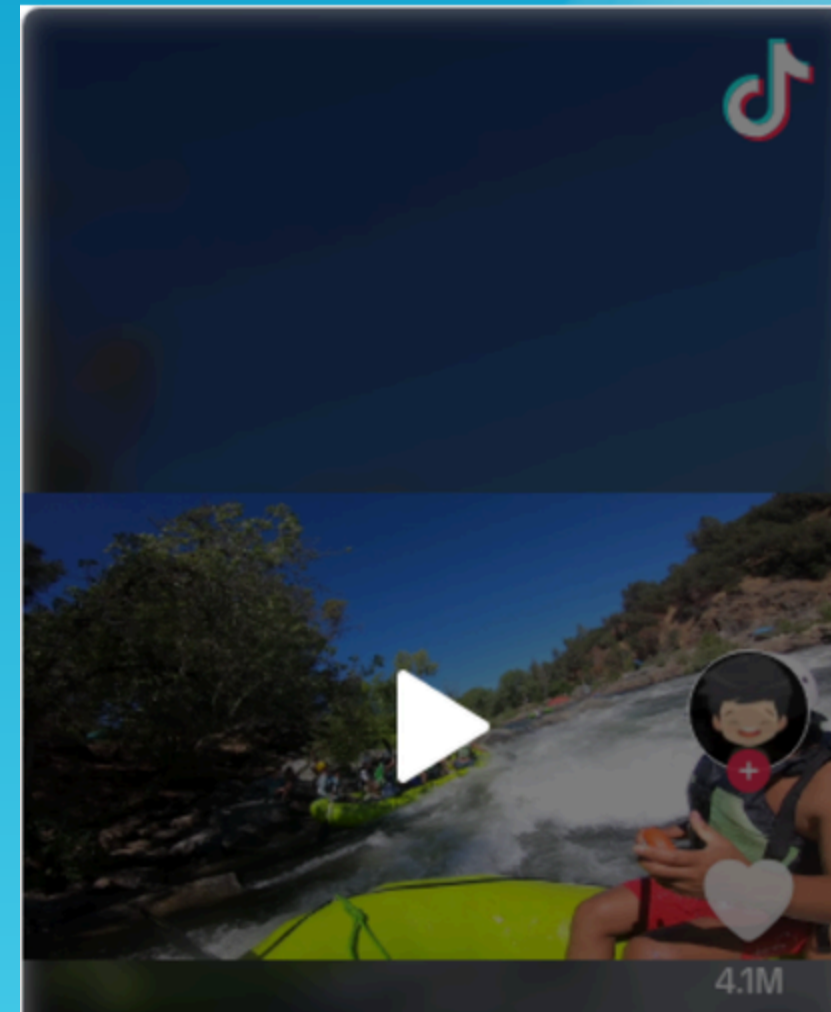
Campaign Background

- Jet2holidays became internet viral after they launched a catchy advertisement promoting their holiday services (Anas, 2025).
- The jingle goes, “Nothing beats a Jet2 Holiday, and right now you can save 50 pounds per person! That’s 200 pounds per family of four...” (Jet2, 2024).
- In August of 2024, the sound from the YouTube ad was uploaded onto TikTok and became even more viral in the summer of 2025 (Jet2, 2024).
- In total, the advertisement amassed over 80 billion views across social media platforms (Randall, 2025).
- However, the ad sound was not used to promote the company in a positive light or even to promote the company at all. TikTok users started using the jingle over videos of travel and other life disasters.
- Most of the trend highlighted horrible traveling experiences marked by the Jet2holiday jingle, creating an ironic dichotomy between the original goal of the campaign and how social media platforms used the sound bite.

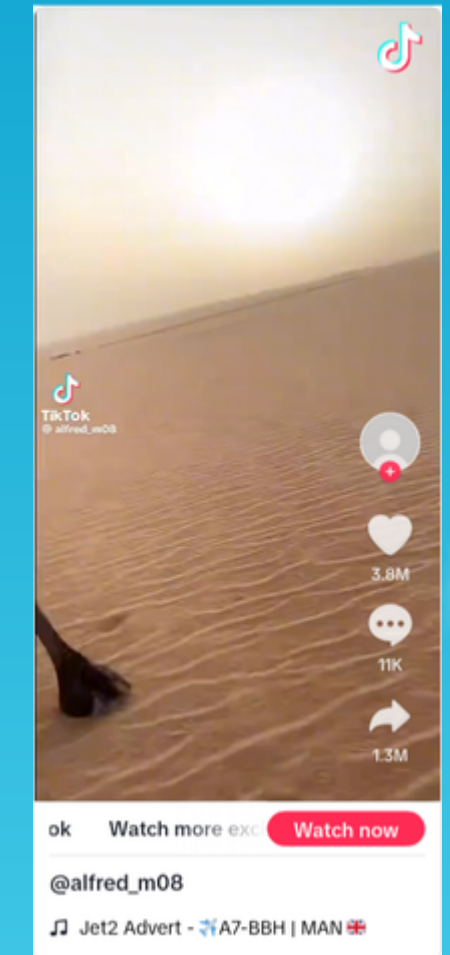
IN-FLIGHT ENTERTAINMENT



The original advertisement from Jet2holidays

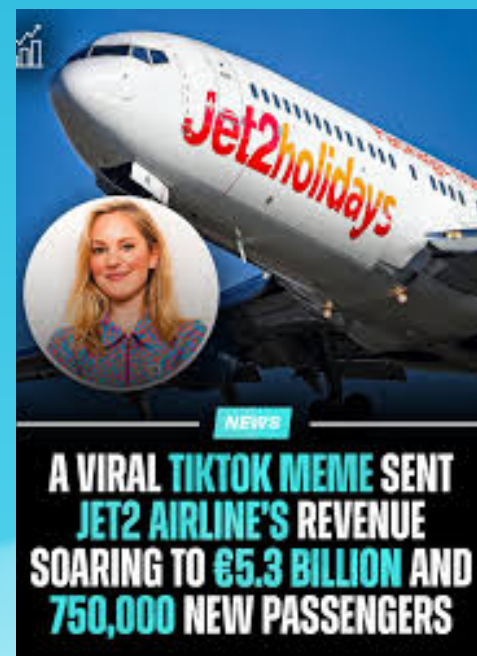
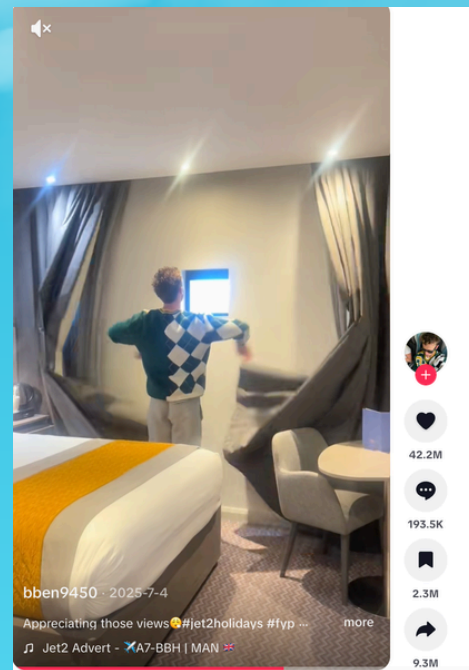
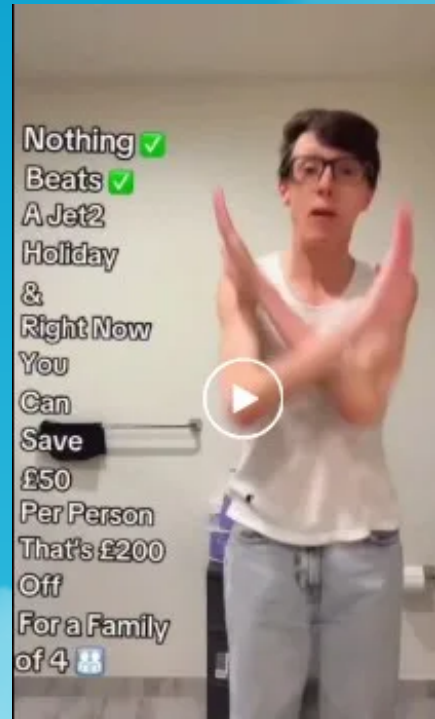


White water rafters are thrown into rapid waters to the sound of Jet2Holiday's campaign (TikTok, 2025).



A video using the Jet2Holiday jingle shows a man being chased by a camel. This is reported to be the first viral video of the trend (TikTok, 2024).

IN-FLIGHT ENTERTAINMENT

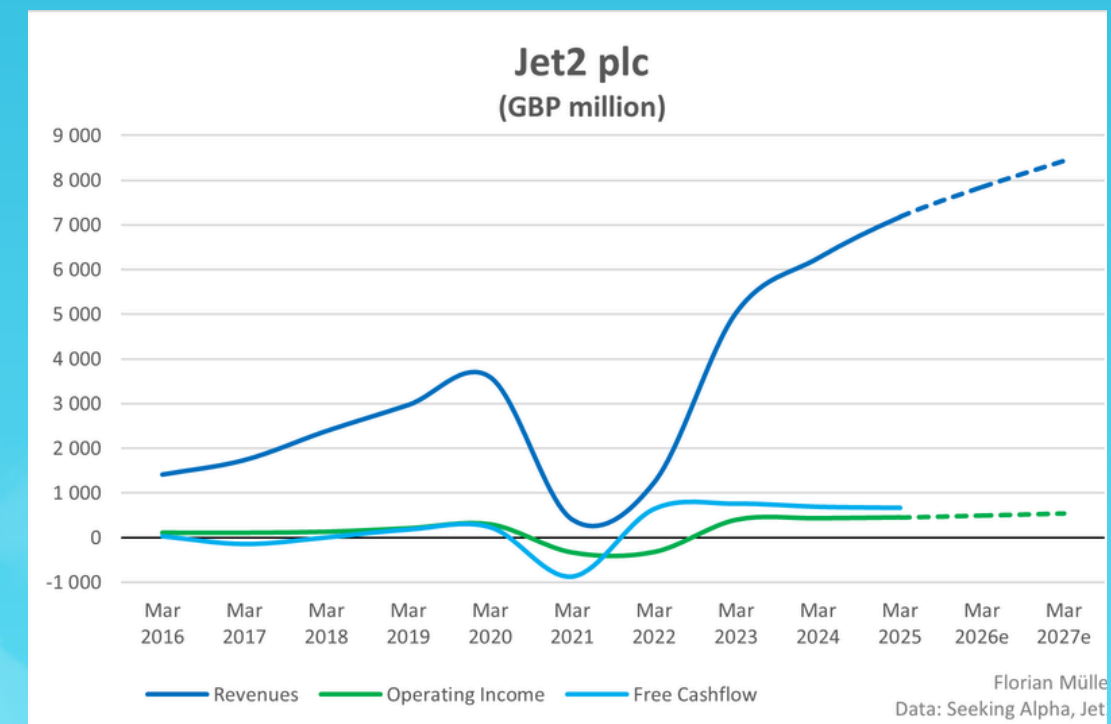
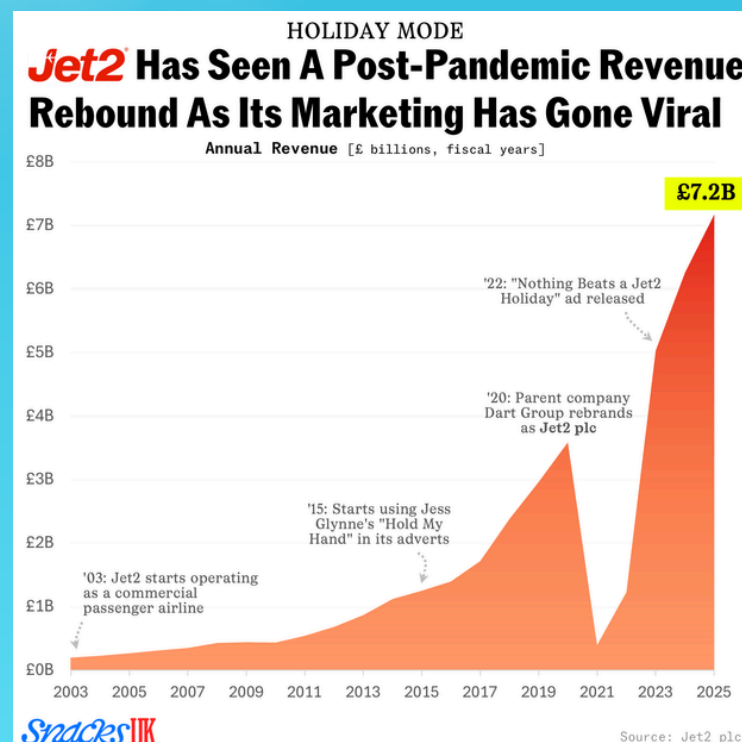


INTERNET FAME EXPLAINED

At first glance, this situation would appear to be a problem for Jet2holidays. Their advertisement, which was supposed to be inspirational and showcase how amazing Jet2holidays can be, turned into an internet trend where people were making fun of their travel experiences and essentially making fun of Jet2, too.

However, this trend actually helped Jet2holidays increase their brand awareness and ticket sales. Due to the massive amounts of videos made using their advertisement, Jet2holidays became a household name all across the world. In 2025, Jet2 recorded 19.77 million passengers and 7.17 billion in revenue, almost a 15% increase from 2024 (Jet2 plc, 2025).

Jet2 also demonstrated brilliant situational awareness by jumping on the trend themselves. Jet2 posted their own video using the sound bite, and announced a giveaway in the caption of the video promising compensation for whoever posted the most clever rendition of the trend. This idea encouraged more people to interact with the trend and raised Jet2's brand awareness even more.



COMPANY IMPACT

The viral spread of the “Nothing beats a Jet2 holiday” sound had a meaningful long-term strategic impact on Jet2holidays, strengthening its brand strategy, competitive positioning, and public reputation. What began as a conventional advertising asset evolved into a sustained social media phenomenon, generating billions of views across platforms.

Although the trend was unplanned and driven by user-generated content, Jet2holidays’ decision to allow it to circulate organically demonstrated strategic flexibility and cultural awareness, helping the brand resonate with younger, digital-first audiences and stand apart from more rigid competitors.

Jet2 reported strong revenue growth, profitability, and increased passenger volume during the same period (Jet2 PLC, 2025; Longbridge Securities, 2025).

TAKES FROM THE TERMINAL

Stakeholders' Responses

CUSTOMERS

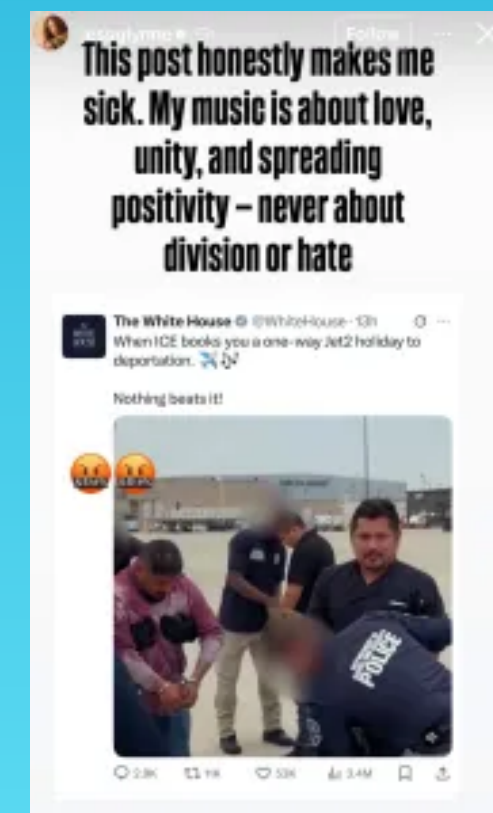
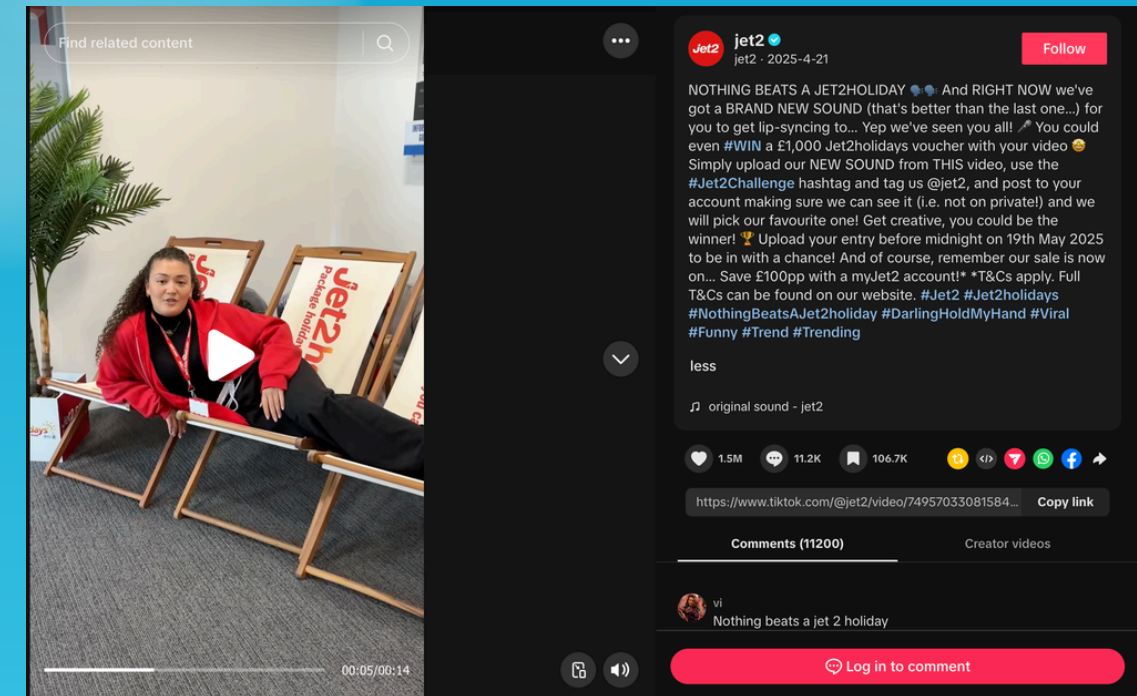
- Relatively silent about the campaign
- Jet2holidays did reach a new customer audience, Gen Z, through this campaign (Gilliver, 2025).
- Reactions on social media to the campaign

JESS GLYNNE

- Created several TikToks about the meme (Glynne, 2025).
- Also responded to ICE video saying she did not support the use of her song for ICE activities (BBC News, 2025).

EMPLOYEES

- Responded with their own version of the meme on TikTok (Jet2, 2025).
- Responded to the White House's use of the advertisement (The White House, 2025).
- Employees did not condone use of advertisement to promote ICE (Bartirromo, 2025).
- Steve Heapy, the CEO of Jet2 plc, responded to their advertisement becoming a major social media trend. He stated that he was excited that the company was becoming more well-known with younger generations (Mayling, 2025).



REFLECTION

Jet2holidays' moment of internet fame showed that some public relations campaign results can not be predicted. When creating their campaign back in 2022, Jet2holidays had no intention of going viral on social media. Yet their catchy jingle made its rounds on social media and ended up being one of the biggest trends of summer 2025.

Jet2holidays' internet fame is a prime example of how influential shared media can be and how it can bring positive attention to the company. Jet2holidays could not control how their advertisement was used on social media, and at the start of their fame, the videos going viral did not reflect well on the travel industry. Jet2holidays advertisement quickly became a meme for disastrous travel or general life experiences. This could have hindered Jet2holidays' reputation, but in the end, it actually helped them reach a broader audience and increase their sales.

Jet2holidays' response to their fame was smart and strategic. Instead of trying to shut the trend down, Jet2holidays embraced the trend and made a video themselves, encouraging viewers to engage more with their brand and content. By responding in this way, Jet2holidays proved to be a strategic company and demonstrated how they are able to take an unexpected reaction and turn it into success and attention for their company.



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