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## Official statement on Delta rejecting our ad containing "Beat the System - how to avoid extra bag fees"

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Trace Mayer &lt;rtgtrace@gmail.com&gt;

Sat, Oct 2, 2010 at 11:26 PM

To: rtgtrace@gmail.com

From: **Scott Jordan, CEO of SeV/SCOTTEVEST** <[scott@scottevest.com](mailto:scott@scottevest.com)>

Date: Sat, Oct 2, 2010 at 9:37 PM

Subject: Official statement on Delta rejecting our ad containing "Beat the System - how to avoid extra bag fees"

**SCOTTEVEST/SeV**  
TRAVEL CLOTHING FOR THE TRIP OF YOUR LIFE™

October 2, 2010

Dear Customers, Newsletter Subscribers and Friends,

This is the first time I have ever sent an "Official Statement" in the 10 years we have been in business. I am sorry to bother you on the weekend, but I was hoping for your support, and wanted to let you know what has occurred this weekend. Rather than summarizing the situation again, you can read the statement and introduction below.

Thanks so much for your business and support.

Sincerely,



Scott Jordan  
CEO and Founder  
[scott@scottevest.com](mailto:scott@scottevest.com)

PS: I personally read all emails sent to [scott@scottevest.com](mailto:scott@scottevest.com) although it may take me a bit to get back to you.

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### OFFICIAL STATEMENT

October 2, 2010

My company, [SCOTTEVEST/SeV Travel Clothing](http://www.scottevest.com), makes stylish travel clothes with many pockets. As a small business owner, I never really expected to find myself in a David vs. Goliath situation with a major airline, but apparently I've kicked a hornets' nest.

Below is a timeline of what has happened in this debacle. Whether you are a traveler, writer, producer or just want to know the truth that the airlines want to hide from you, this is worth checking out. Frankly, I was shocked at their attempts to silence me, and feel it's my obligation to share it with the world.

Sincerely,

A handwritten signature in cursive script that reads "Scott E. Jordan".

[Scott Jordan](#), CEO & Founder  
SCOTTEVEST/SeV Travel Clothing  
[www.SCOTTEVEST.com](http://www.SCOTTEVEST.com)

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## Timeline of Events

- September 26<sup>th</sup>, 2010 – SCOTTEVEST/SeV Travel Clothing ran this ad in the NY Times Travel Magazine. It received an amazing response. We knew we were onto something with our “Beat the System” message and sought opportunities in other magazines to continue the campaign.

# The Most Stylish Way to Beat the System

SCOTTEVEST Travel Clothing Has Specialized Pockets to Help You Stay Organized & Avoid Extra Baggage Fees



**24 Pockets Designed for Travelers**  
Stay organized & protect your essentials - no more fees for extra bags



**Patented Personal Area Network**  
Hidden conduits keep your headphone wires tangle-free



**Secure Travel Documents Pocket**  
Always know where your tickets and passport are: safe from pickpockets



**Removable Sleeves**  
Instantly convert the jacket to a vest for changing weather



**Interior Clear Touch Pockets**  
See who's calling and control your phone through the clear fabric



**iPad<sup>®</sup> Compatible**  
The first clothing line with a pocket for iPads and similarly-sized items

## Fleece 5.0 Jacket - 24 Streamlined Pockets

\$140 (save 20% = \$112 at )

Our specially-engineered pockets hold all this and more... invisibly! Visit our website to see how.



"The best travel jacket I've ever worn."  
Mark Orwell  
International Editor of Travel + Leisure

"Nothing quite matches the SCOTTEVEST line of travel apparel.  
I can fit almost anything into the travel vest..."  
Christopher Elliott, CNN Travel

"Dress for the occasion... SCOTTEVEST."  
Michelle Higgins  
The New York Times: Practical Traveler

Visit [scottevest.com](#) to explore our full line  
and save **20% OFF\*** this item until October 15, 2010  
\* See website for details

**SeV/SCOTTEVEST<sup>®</sup>**  
TRAVEL CLOTHING FOR THE TRIP OF YOUR LIFE™



- September 29<sup>th</sup>, 2010 - A last-minute opportunity to appear in November's Delta Sky Magazine was presented to us. With the success of our NYT ad, we felt we were on a roll and decided to do it, despite the fact that it cost a significant portion of our ad budget for the remainder of the year. It sounded like a home run, and we decided to use the winning "Beat the System" message.
- Coincidentally, The [New York Times broke a story](#) this week about how much money airlines have been raking in from baggage fees, stating, "from January to March, United States airlines collected \$769 million in baggage fees." It sounded like a perfect storm of traveler angst was brewing, and our clothing was the solution.
- October 1, 2010 – We received word that Delta Sky rejected this ad ([click here to see it](#) or scroll down to see it on the last page) based on the content. We offered to replace our successful headline, "The Most Stylish Way to Beat the System" with "Travel the World in Style & Leave Your Baggage Behind," but our compromise was rejected.

- It turns out that they didn't like the other message on the page, "SCOTTEVEST Travel Clothing Has Specialized Pockets to Help You Stay Organized & Avoid Extra Baggage Fees" - particularly the "Avoid Extra Baggage Fees." As evidenced by the recent New York Times analysis of the airline industry, those baggage fees are what keeps them going.
- When I was told that they rejected our compromise headline as well, I responded as follows in an email, "Frankly, if they object to the 'avoid the baggage fees' line, they need to stop charging baggage fees. I don't think we should change it. We have agreed to remove 'beat the system,' but will not change the sub-heading. The fact that airlines charge baggage fees is just that: A fact. We just help make it less painful."
- Being very connected to social media, and thinking that the situation was ludicrous, I immediately posted my disbelief in a video on [YouTube](#) and [Twitter](#), but honestly did not expect anything more to come of it.
- This was when the real drama began. Our media agent (who buys ad placements for us) pleaded with me to take the video down. Apparently, Delta Sky didn't like the truth being exposed for the public to see. It was communicated to us that we would likely be rejected by all other airline magazines as well, and that this was causing major ripples.
- Soon thereafter I was in the middle of a flurry of phone calls – my advisers, reporters and media agent were all trying to get a hold of me. It was clear I had hit a nerve with the video, and my chief adviser [Hap Klopp](#) (founder of The North Face) agreed. "Scott, this is classic David vs. Goliath. Their reaction shows how touchy of a subject baggage fees are for them. You've found a way for everyday people to get around their crazy policies, and you just put a fork in their cash cow." Hap's comments solidified it for me: this was a big story, and the cat was out of the bag.
- The bottom line: it became abundantly clear that the airlines would never allow me to advertise a product that costs them money and makes me money. I believe it wasn't my headline, it was the core concept behind my product that they were rejecting. With that, I decided to embrace the controversy.
- October 2<sup>nd</sup>, 2010 – within 24 hours, the story blew up. AOL's [WalletPop](#) and [GearDiary](#) covered it, many reporters expressed interest in it, over 1 million people saw it on [Twitter](#), as it was retweeted by some social media heavy hitters like [@scobleizer](#), and there are over 230K Google results for [delta scottevest ad](#). I may not be able to go on a plane ever again. ;-) What's next... will they start weighing people or counting their pockets to avoid SeV cutting into their profits?

To summarize, **yes** my [SCOTTEVEST Travel Clothing](#) helps people avoid extra baggage fees, and look great while doing it. The [New York Times](#), [Peter Greenberg](#), the [UK's ITV](#) and tons of other media outlets agree about that. We even proved this by sending travel writer Rolf Potts around the world for six weeks without any bags whatsoever, just what he could carry in his SCOTTEVEST. Check out the [Fox Business News interview](#) about the [No Baggage Challenge](#). Does that give Delta Sky and other airline magazines the right to censor us at the expense of taking money out of the pockets of everyday travelers? No way! This fight isn't over... we're going to place more ads telling people how they can "Beat the System" using our products. This is the beginning of the story, not the end, and we intend to keep you informed how the airlines respond.

Please retweet my original message on [Twitter](#), follow me [@Scottevest](#) for the latest info, and subscribe to my [blog](#) for the latest news. You can friend me on [Facebook](#) and like [SCOTTEVEST](#).

If you would like to set up an interview with SeV CEO & Founder Scott Jordan, please email/call Dina White – [mediarelations@scottevest.com](mailto:mediarelations@scottevest.com) or 516-234-0840.

Thank you for reading this far, and for your support.

## **The Rejected Ad**

# The Most Stylish Way to Beat the System

SCOTTEVEST Travel Clothing Has Specialized Pockets to Help You Stay Organized & Avoid Extra Baggage Fees



**26 Pockets for Winter Travelers**  
Warm insulated lining is perfect for winter travel, around the world or across town.



**Patented Personal Area Network**  
Hidden conduits keep your headphone wires tangle-free.



**Secure Travel Documents Pocket**  
Always know where your tickets and passport are: safe from pickpockets.



**Removable Sleeves & Hood**  
Instantly convert this jacket into a vest made of waterproof material to a vest for changing weather.



**Interior Clear Touch Pockets**  
See who's calling and control your phone through the clear fabric.



**iPad® Compatible**  
The first clothing line with a pocket for iPads and similarly sized items.

## SeV Revolution Plus

26 Streamlined Pockets -

This jacket is also available uninsulated for multi-season use as the SeV Revolution

Our specially-engineered pockets hold all this and more... invisibly! Visit our website to see how.



"The best travel jacket I've ever worn."  
Mark Owall  
International Editor of Travel+Leisure

"I'd been dreaming about a no baggage trip around the world for some time. This SCOTTEVEST is what makes the trip make sense."  
Ralf Potts, Travel Author  
[www.NoBaggageChallenge.com](http://www.NoBaggageChallenge.com)

"Dress for the occasion... SCOTTEVEST!"  
Michelle Higgins  
The New York Times: Practical Traveler

See  to explore our full line and save.  
\* See website for details.

**SeV/SCOTTEVEST®**  
TRAVEL CLOTHING FOR THE TRIP OF YOUR LIFE™ 