



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1983

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[[advertisement]]
A Big Idea for TWA

[[image]] Wilt Chamberlain

[[image - TWA logo]]

For years, Wilt Chamberlain filled seats in basketball arenas from coast to coast. Now, he's filling seats on TWA.

Here's how it happened. Over two years ago, TWA introduced a new business section called Ambassador Class. Ambassador Class had bigger, wider seats than in coach. And fewer seats, to give more room and comfort to businessmen. No matter how big. And who better than Wilt Chamberlain could make that point perfectly clear?

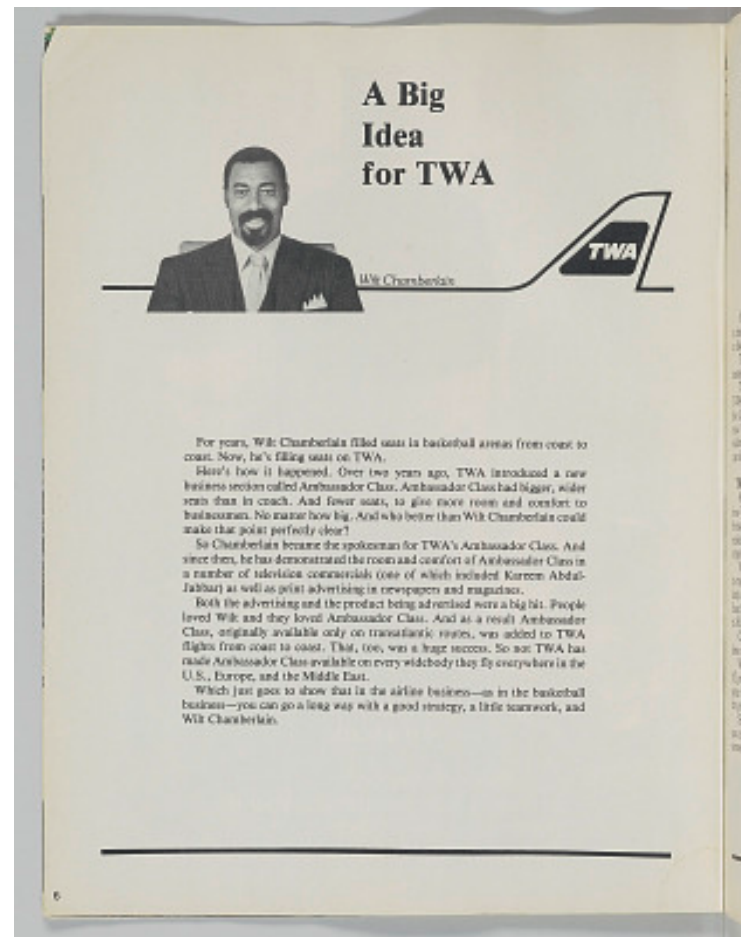
So Chamberlain became the spokesman for TWA's Ambassador Class. And since then, he has demonstrated the room and comfort of Ambassador Class in a number of television commercials (one of which included Kareem Abdul-Jabbar) as well as print advertising in newspapers and magazines.

Both the advertising and the product being advertised were a big hit. People loved Wilt and they loved Ambassador Class. And as a result Ambassador Class, originally available only on transatlantic routes, was added to TWA flights from coast to coast. That, too, was a huge success. So now TWA has made Ambassador Class available on every widebody they fly everywhere in the U.S., Europe, and the Middle East.

Which just goes to show that in the airline business - as in the basketball business - you can go a long way with good strategy, a little teamwork, and Wilt Chamberlain.

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