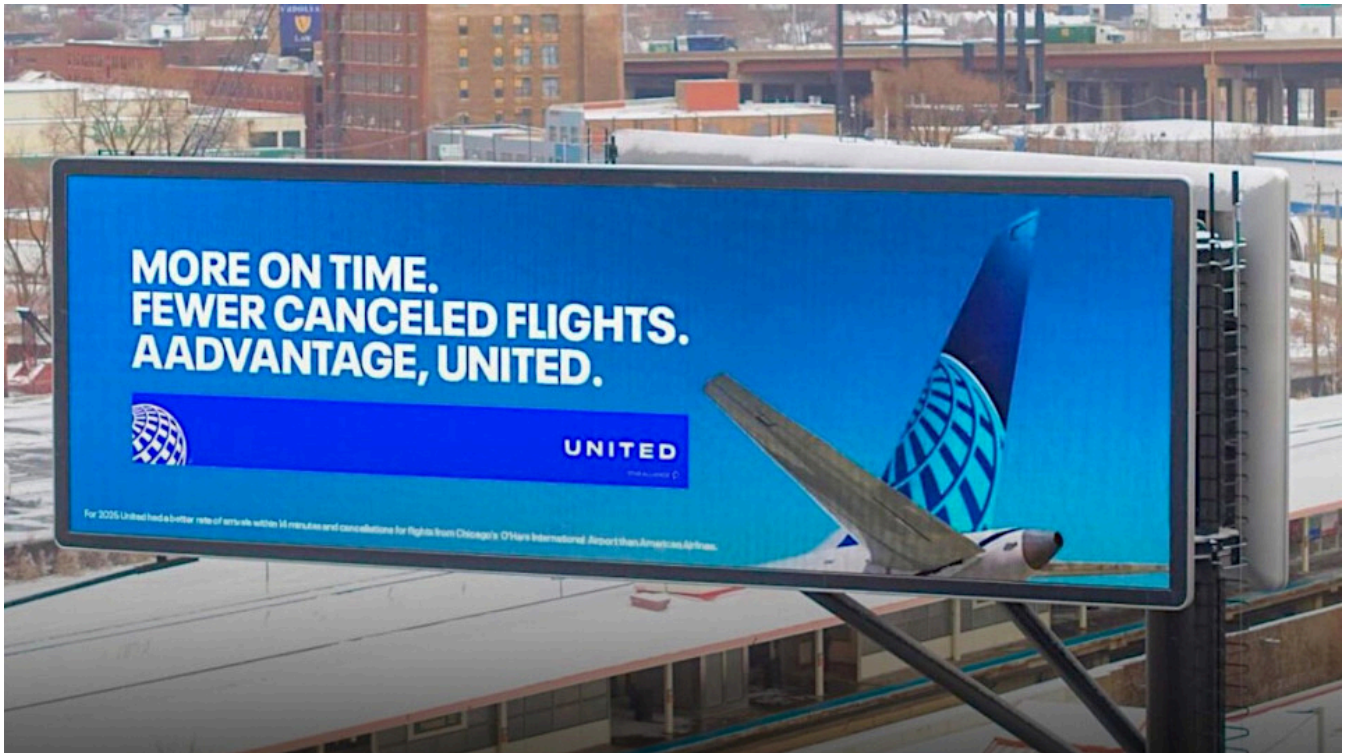


United mocks American with “AAdvantage United” billboard campaign in Chicago

- A Monitor Desk Report

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Dhaka: United Airlines has launched a new billboard campaign around Chicago, taking a playful jab at rival American Airlines as competition intensifies at O’Hare International Airport.

One prominent digital billboard near O’Hare reads, “More on time. Fewer canceled flights. AAdvantage, United,” a wordplay referencing American’s AAdvantage loyalty program. United said the campaign is designed to showcase its recent operational performance and the breadth of its Chicago network.

According to the airline, the digital ads will run across 55 billboards throughout the city, including locations near O’Hare and along the Kennedy Expressway, a key route for airport traffic.

The move comes as United and American continue to ramp up capacity

in Chicago, where gate access and schedule size are critical. United said it expects to operate a record 750 daily departures from O'Hare during the summer season.

The carrier also plans to fly nonstop to 222 destinations from the airport in 2026, further cementing its dominance at the hub.

American Airlines, meanwhile, has been rebuilding its Chicago operation and now serves more than 180 destinations from O'Hare.

A recent media report said a recent city gate reallocation awarded United five additional gates, while American lost four, later recouping two gates from Spirit Airlines as competition for space continues.

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