



Client Case Study



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the creative
act is the
defeat of habit
by originality.



American Airlines®

Promoting an Event and American Icon...



American Airlines looked to promote the C.R. Smith Flight Museum through an ongoing conversation series that would highlight world-renowned celebrities. The series' inaugural event focused on an American aviation icon, General Chuck Yeager.

"The secret of my success is that I always managed to live to fly another day."

General Charles "Chuck" Yeager

American Airlines®

Client: American Airlines

Assignment: Promote the C.R. Smith Flight Museum through an ongoing conversation series

Space: Event marketing and promotion

Target: Friends of American Airlines, notable business and community leaders

Scope: Creation of printed and online communications designed to build awareness and motivate people to attend ongoing conversation series events

Business Issue: To introduce the American Airlines Flying First Class Conversation Series and increase revenue through private donations and corporate sponsorships, benefiting the C.R. Smith Museum.

Solution: Plan and establish a marketable brand for the event and market the event series to targeted individuals and area corporations.

Recommendation: Create a marketing plan with a focus on the appeal of guest speakers that have achieved a high celebrity status. Promote the personality of each guest speaker and the notable career accomplishments that they have achieved.

Strategy/Tactics:

- Situational analysis
- Target audience profile
- Brand and identity look and feel
- Key messages and consistent communications

Media: Printed and electronic communications and event signage

Results: The inaugural event achieved its attendance goals. The brand and identity communications played a significant role in projecting a professional and current image to the target audience. The event was attended by 78% of the people that were invited.