

# WHAT WE LEARNED FROM OUR RESEARCH

**Research indicates that reasons some people don't use CAK is likely to be:**

- They *perceive* the distance and difficulty finding the airport to be greater than it is
- While using the familiar Hopkins feels 'comfortable' to them, they have feelings of 'uncomfort' towards CAK due to their unfamiliarity, believing it isn't a 'real' airport like 'their' Hopkins
- When they *have* searched CAK fares, they were disappointed/disillusioned with the results when they didn't find the significantly lower prices they were expecting

*So, there is a significant body of people who are **aware** of Akron-Canton Airport,  
but they still aren't **using** Akron-Canton Airport.*

# THE MAIN COMMUNICATION GOALS

**GOAL: Create a habit--get them to check *both* CLE and CAK every time they fly anywhere.**

If we can at least get them to *always* include CAK in their search (even if they have no prior experience using CAK) we achieve that vital step towards creating a paying customer—getting them to *actually be looking* at our flights and fares at that *critical moment* they are ready to *purchase* a ticket.

**STRATEGY:** Use unbiased approach, play to their natural greed:

- With a *promise* they will *always* find the lowest airfare. How? By *always* checking CLE and CAK!

**INSIGHT:** Advantages of an unbiased 'third party' approach:

- it assumes/promotes both airports as 'equals'
- it won't come across as much a 'marketing' tactic by one side as a simple 'truth' about the benefit of having both to choose from
- no hedging and hawing about having the lowest price *sometimes*, no diluted promise: They *will* find the *lowest* price.

# THE MAIN COMMUNICATION GOALS

**GOAL: Make people feel genuinely comfortable with considering using CAK.**

We have to make CAK 'familiar.' Make them *believe* it's a 'real' airport like Hopkins. Make them *confident* they know *exactly* how to get here. And that—low airfare aside—the advantages it offers over Hopkins make it *worth* coming here.

**STRATEGY:** Use tangible/plausible facts, such as:

- true drive times from various locations
- you'll save an average of 30 minutes getting from parking to your gate
- there's a free shuttle bus that picks you up at your car
- it's easier for your friends who are dropping you off

**INSIGHT:** Use delivery tactics that allow *all* these facts to be conveyed *at once* within a *single* execution.

- Makes people *completely* comfortable with *everything* about using CAK
- Doesn't give them a chance to think to themselves, "Yeah, but ..."

# Creative Strategy Timeline 2008

## CREATE A HABIT

Launch 'Choice of Airports'  
Print in PD—begin seeding  
meaning to 'Always find the  
lowest fare, always check CLE  
and CAK' bug.  
--Cleveland PLUS

## FAMILIARIZE / CONVERT



**Launch revised website**  
-- 'Welcome to CAK' video/slide show  
-- 'E-mail Alerts' capable  
-- PDA Download  
-- Driving Buddy page



**Launch Large Format Ads / Inserts — in the PD**  
-- 13 Non-stops & 200 one stops aboard big,  
comfy planes, special e-mail alerts.  
-- Save an average of 30 minutes to your gate  
(w/airport map)  
-- Closer than you think getting to your gate  
(w/ road map)  
-- New terminal (featuring free wi-fi, massage chairs)  
-- We didn't forget the friend who's driving you, either



**Launch 'directional' highway billboards**  
-- On 480 route for eastern suburbanites on the way to Hopkins  
-- On 271 route for eastern suburbanites on the way to Hopkins  
-- On route 8  
-- At Convention Center billboard in Downtown Cleveland

## ENCOURAGE TRIAL



**Run one print ad in PD very other week**



**Send direct mailers to Battle Ground areas**  
Customize delivery with letter from Kristie, \$5 gas card  
offer, invitation to watch a special video just for them at  
website, chance to win free flight, promise sheet.



**Send 'Choice of Airports' letter in Battle Ground**

**Fly plane with directional banner over Jacobs Field.**  
(with evolution of message to just say: 'From here, you're 60 minutes from your gate')

**Place 'directional' ads/banners in establishments/at events within BG areas**  
-- ad space above urinals  
-- banner space at little league fields  
-- pay nominal fee for neighbors to allow small sign in front lawns

**Coupon for Friend / Drawing for FREE Ticket**

## RELATIONSHIP BUILDING



**2009 Announced "Mile-for-Miles"  
Appreciation Program**  
"More and more people in your area are flying out of  
CAK. And we appreciate it! That's why we're starting a  
new 'Miles for Miles' program".



**Start including "Choice" bug in our CAK ads**



**Customer Appreciation**  
-- 'Thank for Flying Through CAK' - emails

## RETAIL



**Web**  
-- Outbound Travel sites - "Check CAK"  
-- Inbound Search sites - "Check CAK"



**Announce Sales / Support Air Carriers**

-- Print ad  
-- TV :15's with attribute support  
-- Radio Traffic  
-- Event at airport



**TV & Radio Sponsorships**

## EVENT



**Announce COSE Business Club**  
-- Invite Dignitaries from BG cities.

## CAK Attack

-- Announce new DC service - TBD  
-- 'Welcome to CAK' video  
-- Pass out Direct Mail pieces  
-- Capture video - people responding to what they learned?

## Trade Shows

--- NEO -- Tourism  
-- Chamber -- Youngstown  
-- COSE -- CVB  
-- NTBA

## Events

## PARTNERSHIPS

### COSE

-- Save up to 50% for last minute flight  
-- Be refreshed and ready to go  
-- Non-stops  
-- Lounge

### Cleveland PLUS

-- Events, Marketing  
-- Choices of two airports

### Cool Cleveland

-- Event, Marketing

# **CAK Brand Ads**

## **Two Airports**

**RESEARCH TOLD US: Many flyers (especially in battleground) feel that Hopkins is 'their' airport and are sometimes protective of 'their' airport.**

**This ad uses a disarming, human approach to remind them they can readily have two airports that are 'theirs', while letting them know we don't take our passengers for granted.**

# Is there room in your life for another airport?



Melt away in one of our massage chairs. Mmmm . . .



Have a bite to eat at Great Lakes Brewery.



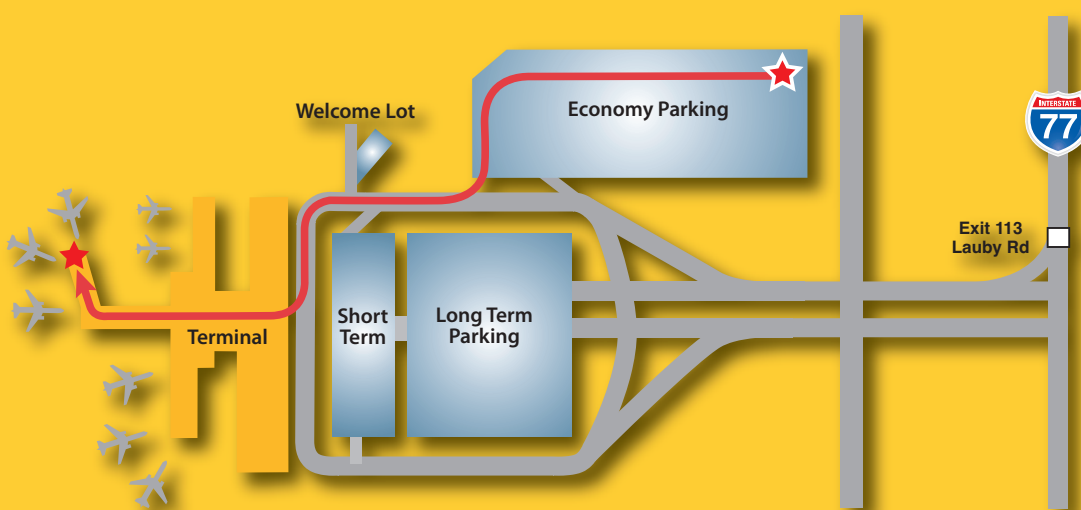
Get some work done in our COSE Business lounge.



Pick yourself up with a cup of gourmet Java Coast coffee

*Because we'll treat you right. With shorter lines and less crowds. With an environment about as comfortable as an airport can be. We'll get you from your car to your gate in about 20 minutes, which is but one pleasant convenience our airport offers. You'll find plenty more throughout our bright, clean terminal. And whether you're traveling for fun or for work, with your family or by your lonesome, we believe you'll begin to understand exactly why—every year—more and more people are flying out of our airport. We hope to see you soon.*

About the time you get your luggage out of your trunk, our free shuttle bus will be waiting. 2-3 minutes later, you'll be walking in the front door. You'll be through check-in and security within 15 minutes, on average. In another two minutes, you'll be taking your seat.



Enjoy the extra comfort of our Relaxation Station.



Plug into a Power Tower and surf with our free Wi-Fi.



Let your young ones run free at our Step2 Play Port.

Click on **CAK Welcome Kit** in the lower left corner of our website for directions, maps and other helpful information.

#### 12 non-stop destinations

Denver • Atlanta • Boston • New York • Orlando • Tampa • Ft Myers  
Ft Lauderdale • Las Vegas • Cincinnati • Detroit • Charlotte • Philadelphia

*And over 200 one-stop destinations  
-- including Cabo San Lucas, Mazatlan, Puerto Vallarta...*

AirTran Airways • Delta Connection • Frontier Airlines • Northwest AirlinK • United Express • US Airways Express



*a better way to go.®*

www.akroncantonairport.com  
1.888.434.2359

# **CAK Brand Ads**

## **Amenities**

**RESEARCH TOLD US: Some folks got our message of 'short lines, less crowds, less hassle' and believed it, but still had the misconception that CAK isn't a 'grown up airport' like Hopkins. This ad plays off the familiar (and still powerful/uniquely ours) claim of shorter lines, but continues the story/education of what else they'll find here.**

# Our lines are short. Our list of amenities is long.



Melt away in one of our massage chairs. Mmmm ...



Have a bite to eat at Great Lakes Brewery.



Get some work done in our COSE Business lounge.



Pick yourself up with a cup of gourmet Java Coast coffee

*Being able to get from your car to your gate in about 20 minutes is but one pleasant convenience our airport offers. You'll find plenty more throughout our bright, clean terminal. And whether you're traveling for fun or for work, with your family or by your lonesome, we believe you'll begin to understand exactly why—every year—more and more people are flying out of our airport. We hope to see you soon.*



Our bright, clean terminal features plenty of natural light.



Enjoy the extra comfort of our Relaxation Station.



Plug into a Power Tower and surf with our free Wi-Fi.



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*And over 200 one-stop destinations*  
*-- including City, city and city*

**6 great airlines**  
AirTran Airways • Delta Connection • Frontier Airlines  
Northwest AirlinK • United Express • US Airways Express





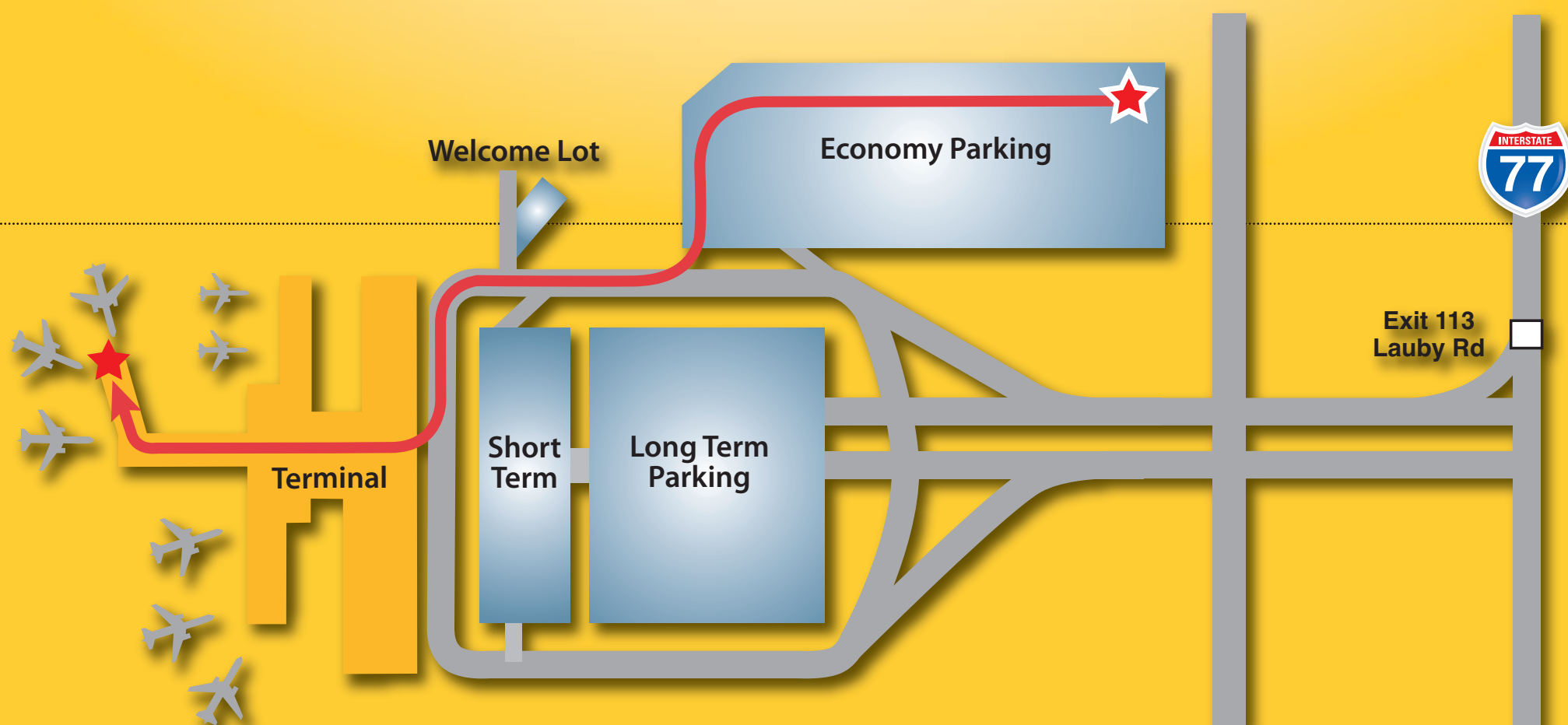
# **CAK Brand Ads**

## **Car to gate**

**RESEARCH TOLD US: People do indeed associate Hopkins with 'crowds, long lines, long waits, hassle'. This ad conveys the simple, tangible, loaded-with-relevance claim that only we can make, regarding this stressful truth about flying.**

**And then, through the use of an airport map (to further help them 'see' our airport in their mind--something else research indicated would be beneficial) explains how we can make that claim.**

# From your car to your gate in about 20 minutes.



A free shuttle bus picks you up at your car and drops you off at the terminal.



Shorter lines and smaller crowds means an easier time getting checked-in and through security.



Enjoy the extra comfort of our Relaxation Station.

***It's true. Moments after pulling in, you'll be parked. About the time you get your luggage out of the trunk, our free shuttle bus will be waiting. Two or three minutes later, you'll be walking in the front door. You'll be through check-in and security within 15 minutes, on average. And after a leisurely two-minute stroll through our beautiful newer concourse, you'll be at your gate. Easy, huh?***



Melt away in one of our massage chairs. Mmmm . . .



Plug into a Power Tower and surf with our free Wi-Fi.

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*a better way to go.®*

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# **CAK Brand Ads**

## **Getting there**

**RESEARCH TOLD US: A key challenge was an irrational 'feeling of discomfort' that many travelers from Cleveland's eastern suburbs seem to have about 'finding their way' to a place south of Akron.**

**This ad puts CAK on their 'mental map' and addresses/answers their discomfort with an actual map that clearly and simply illustrates how I-77 is basically one long driveway right to our airport--and no matter which city these people live in, we KNOW they are comfortable with getting to I-77.**

# If you can find I-77, you've found our airport.

**And as easy as it is to get to our airport (right off I-77), we make it just as easy to get to where you're really going: your gate. About the time you get your luggage out of the trunk, our free shuttle bus will be waiting. Two or three minutes later, you'll be walking in the front door. You'll be through check-in and security within 15 minutes, on average. And after a leisurely two-minute stroll through our beautiful newer concourse, you'll be there.**



Take a right off the exit and you're right there.



A free shuttle bus picks you up at your car and drops you off at the terminal.



Shorter lines and smaller crowds means an easier time getting checked-in and through security.



#### Drive times:

Chagrin Falls – 60 min.  
Shaker Heights – 55 min.  
Beachwood – 57 min.  
Aurora – 52 min.  
Bedford – 49 min.  
271 S. to 77 S. to Exit 113

Twinsburg – 44 min.  
Hudson – 34 min  
Cuyahoga Falls – 21 min.  
Rt 8 S. to 77 S. to Exit 113

Youngstown – 60 min  
76 W. to 77 S. to Exit 113



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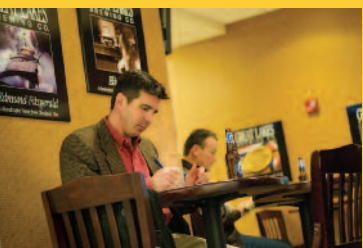
## **Carrier comfort**

**RESEARCH TOLD US: Some people still think this little airport down south only flies puddle jumpers. As well as remind them otherwise, this ad will paint our airlines (and our continued claim of 'comfort' even after leaving our beautiful terminal) in the best possible picture because of what many other airlines are giving up (most notably, ripping video systems out of their planes to save weight.).**

# The comfort and convenience doesn't end with our newer terminal, y'know.



Our bright, clean terminal features plenty of natural light.



Have a bite to eat at Great Lakes Brewery.



Get some work done in our COSE Business lounge.



Pick yourself up with a cup of gourmet Java Coast coffee

*It continues down the gate with things like live TV in the seatbacks and the chance to stretch out aboard the roomy Airbus jet that Frontier flies. Or the free XM radio and pure, 100% fresh air that AirTran pumps into their cabins. We have a total of six great airlines ready to take you to great places across this great nation . . . and even beyond.*



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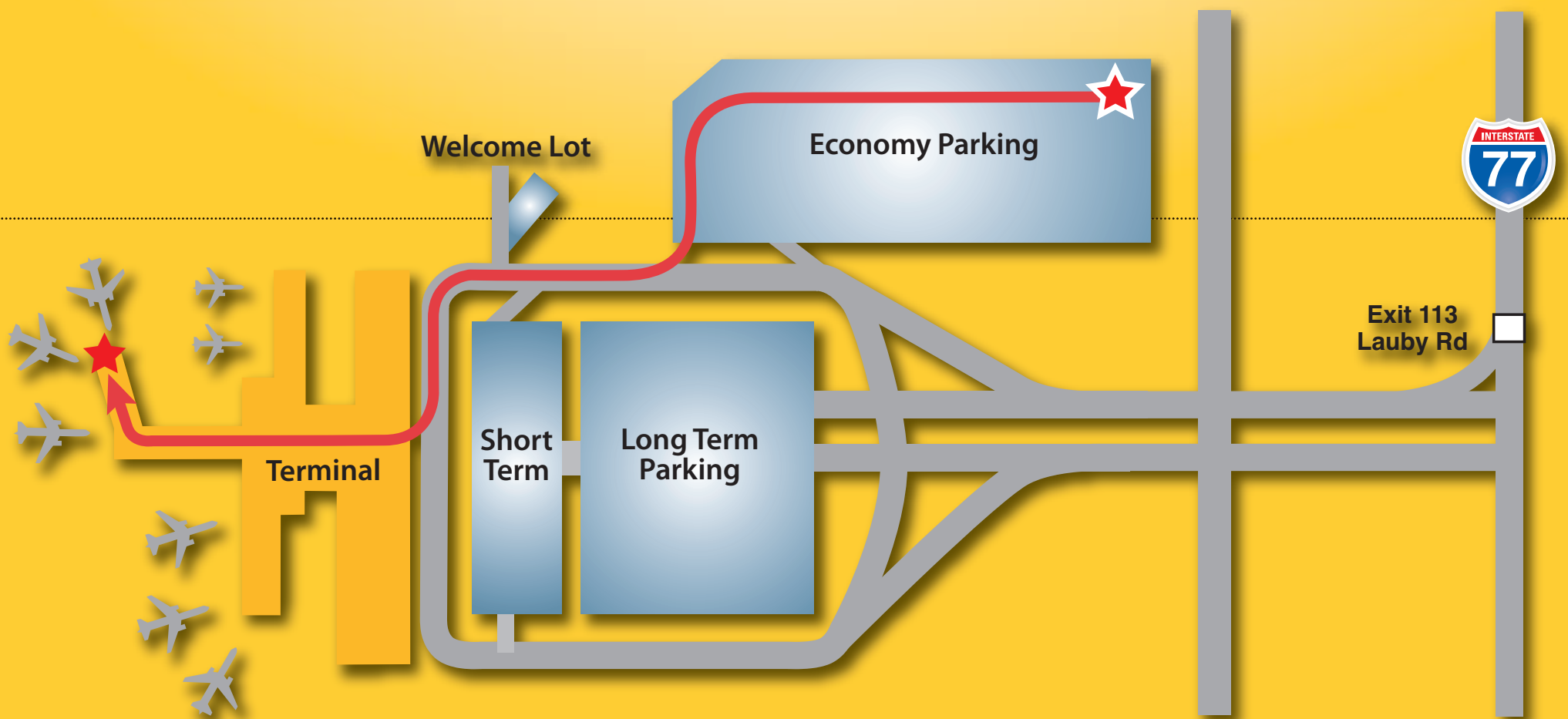
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# **CAK Brand Ads**

## **Saving time**

**RESEARCH TOLD US: Some people have a misperception about how long it will take to drive to CAK (versus Hopkins). This ad rightly reframes the issue by reminding them of the truth that it is their GATE they need to get to, and they WILL do it in less time at CAK.**

# Ultimately, it's not about getting to the airport. It's about getting to your gate.



A free shuttle bus picks you up at your car and drops you off at the terminal.



Shorter lines and smaller crowds means an easier time getting checked-in and through security.



Enjoy the extra comfort of our Relaxation Station.

**And nobody gets you there faster than we do. Moments after pulling in, you'll be parked. About the time you get your luggage out of the trunk, our free shuttle bus will be waiting. Two or three minutes later, you'll be walking in the front door. You'll be through check-in and security within 15 minutes, on average. Then, it's just a two-minute stroll through our beautiful new concourse to your gate. Easy, huh?**

**No matter where you come from, you'll save an average of 25 minutes getting to your gate.**

How did we get our numbers? Go to [www.akroncantonairport.com/gethere](http://www.akroncantonairport.com/gethere)

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# **CAK Brand Ads**

## **Pick up**

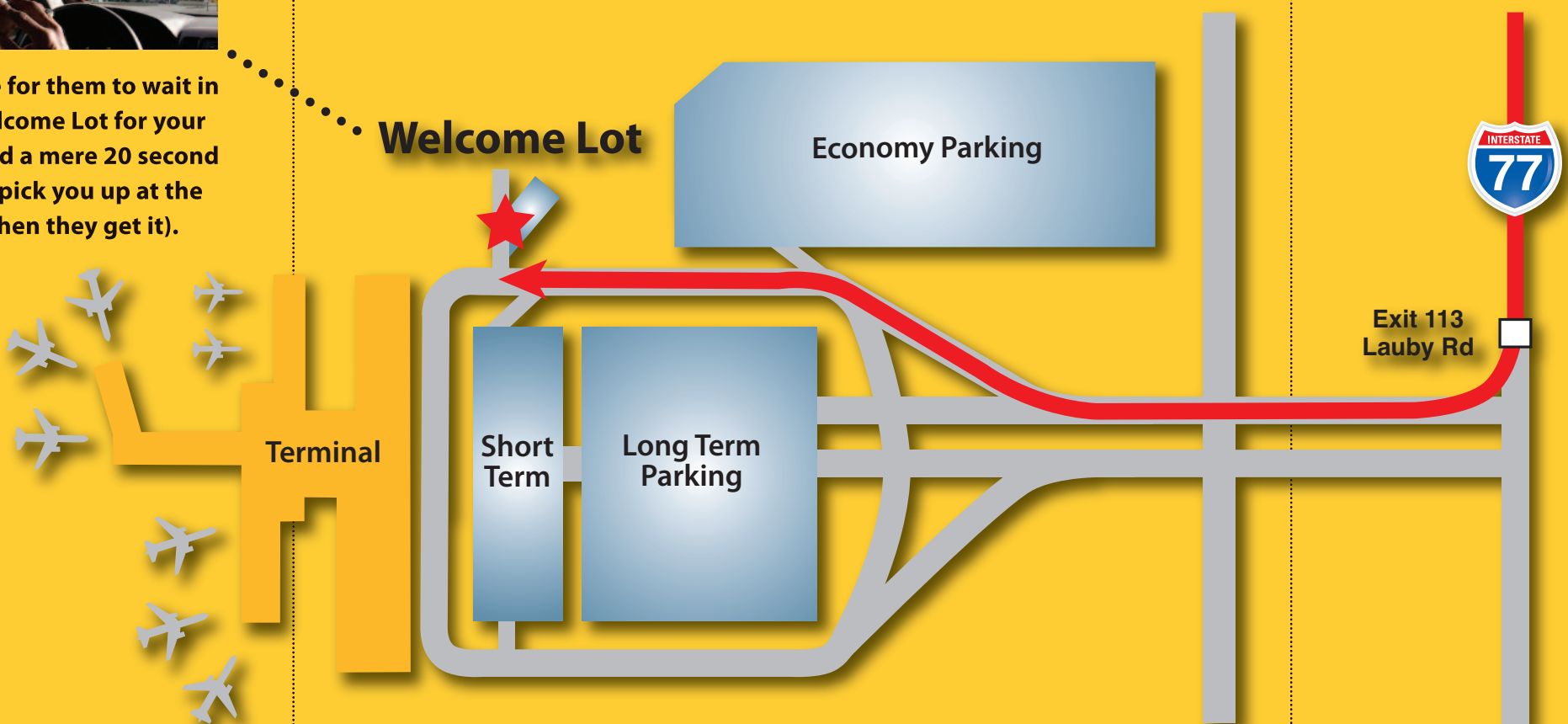
**RESEARCH TOLD US: Even the most ardent defender of Hopkins gets huffy about the lousy way their friends/family are treated when they come to pick them up. This ad lets them know they can feel comfortable asking friends/family to pick the up from CAK**

# When your friend picks you up at the airport, don't have him driving in circles.



It's free for them to wait in our Welcome Lot for your call (and a mere 20 second ride to pick you up at the door when they get it).

**Instead, fly out of the Akron-Canton Airport. Where we welcome the nice people who are doing you a favor, and make it as pleasant for them as possible.**



**At our Welcome Lot, they're free to wait for up to ½ hour. We'll send any updates about your flight status to their PDA. Should your flight be late, they are welcome to park in short term, come inside, and relax in front of the large screen TV in our comfortable lounge. Or, if they prefer, they can leave their cell phone number with the information desk, hop back in the car, go visit the nearby shopping center one exit away, and we will call them when your flight lands.**

**We even make it easy for you to make it easy for them: just visit our website and download our "Thanks for picking me up!" page that will provide your pal with all the information they need.**



Or they can come inside and kick back in our comfortable lounge.



Or even leave their cell number at Information, go shopping one exit away, and we'll call when the flight lands.



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