

**MARKETING CASE STUDY:
AIR ROUTING INTERNATIONAL**



**COMBINED ONLINE AND TRADITIONAL & FIRST PHASE PRODUCT
LAUNCH & BRAND CAMPAIGN LIFECYCLE**

AIR ROUTING INTERNATIONAL: 2008-09

SCOTT FOWLER

Summary:

Beginning in mid 2008, Air Routing International, 31 year international trip support and corporate flight handling provider, committed to the launch of online tools that were derived from traditional services to corporate flight departments.

- *ARIs success, presence and growth was largely built upon reputation and word of mouth. Very little press awareness, advertising and media exposure was employed throughout the 31 success.*
- *A project was set in motion to update and increase the ARI brand awareness and product and service offer with a consistent delivery mechanism that would eventually lead the way to an industry wide campaign launch at the 2009 NBAA Industry Tradeshow.*

The following project outline illustrates the steps developed to reach that goal successfully. Results of the effort are embedded within each topic.

I. Situation Analysis

ARI set to launch comprehensive, online and user-friendly technical flight support tools for domestic and International flight departments

- Existing reputation of ARI was largely surrounded by service level with technology accent tools for clients.
- ARI recognized the need to develop the existing technical platform into user tools and solutions to increase client access to global aviation trips.
- Extensive 12 year research, development and client feedback produces complete, one-stop suite of online flight support tools and services, supported by Flight Manager platform.

II. Marketing Project Focus:

ARIs primary business model was built on growth through reputation and customer retention through attention business models.

Project Scope

- Clarify and update brand look and feel to provide launch pad of change and modernization of 30 service organization
- Redesign existing public and login web platforms to reflect technical vs. service organization
- Develop SEO and SEM strategy for online awareness and marketing
- Provide project timeline of product completion with R&D
- Develop print and online ad campaign prior to product launch
- Develop public awareness campaign
- Provide consistent and informative online and traditional sales tools.
- Presentation to compliment high tech company

III. Logo & Brand Standardization: Mid 2008

Update and clarity for various ARI logos, brand guidelines began in mid 2008. To provide brand update with modern logo presentation: First line of change and most difficult to employ across brands.

Logo Presentation 2008



Logo Presentation 2009



Logo brand base applied to all product offerings now consistent, with brand guidelines:

Air Routing Product Logos
2010



IV. Web Site: Update and media treatment of ARI Website: June - Sept 2009

2009 Updated Air Routing Public Home page: Text based, Multi media approach

2008 ARI Home Page



2009 ARI Home Page



2008 Flight Manager Login Page



2009 Flight Manager Login Page



Web Criteria: Primary goal ARI Public & FM Sites

- 1024 x 768 resizing (accommodate FM format) and allow for more 'real estate' (top or side navigation)
- Capture look and feel and integrate video sales approach
- Multi media, streaming video and integrated sales tools.
- Incorporate website best practices
- Develop 'portal' approach
- Update look and feel.
- Flexible grid when needed.
- Carousel of other video suggestions.

Resulting 2009 ARI Home page:

AIR ROUTING INTERNATIONAL
The Perfect Approach

Log-in to: [Flight Manager](#) | [Airmet Weather](#) | [Air Routing Fuel](#)

[Home](#) | [About](#) | [Services](#) | [Weather](#) | [Travel Desk](#) | [News](#) | [Contact](#) | [Airport Locator](#) | [Time & Distance Calculator](#) | [Careers](#) | [Help](#)

Air Routing is:

Your Weather Planning Expert! [Learn More](#)

Flight Departments are talking...

We are Your One-Stop Domestic and International Trip Support Specialist

Rockwell Collins
Building trust every day

AIR ROUTING INTERNATIONAL

Two great companies are now together! Rockwell Collins, Inc. (NYSE:COL) announces acquisition AR Group, Inc., and its affiliated companies including Air Routing International, a premier provider of trip support services for business aircraft flight operations. [Learn more](#)

Aviation Industry News

- Nov 2, 2009 - NBAA Update, November 2, 2009
- Nov 2, 2009 - NBAA Letter to USA Today regarding "Airports Get \$1.1B for Pet Projects"
- Nov 2, 2009 - NBAA Flight Plan Podcast: Business Aviation and Social Media
- Oct 28, 2009 - Bolen Tells Congress: Business Aviation

Air Routing News & Updates

- 11/2009 Two great companies are now together! Rockwell Collins, Inc. (NYSE:COL) announces acquisition AR Group, Inc., and its affiliated.
- 10/2009 Air Routing International Announces Suite of Comprehensive, Online Flight Support Tools for Domestic and International Flight Departments at 2009 NBAA

Free Tools

- [Time Distance Calculator](#)
- [Airport Locator](#)

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Done

V. Online Traffic Visibility Strategy

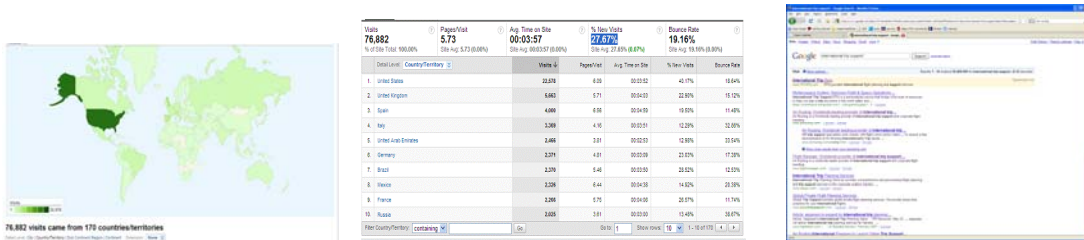
Engage online traffic drivers such as press pickups, content searches, and other SEO strategies to increase online visibility of ARI.

a) SEM – SEO Strategy:

Text based website and press ops to build search rankings:

Snap shot of last 60 days:

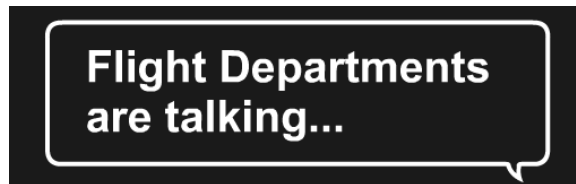
- New visitors globally were up 27% which means **21,273 new viewers, from around the world visited ARI**
- United States traffic up 40% which means **over 9000 new visitors from the US.**
- Average time on the website was 3:57. Average pages viewed per session: 5
- 61% found us directly (web advertising and news exposure)



b) Social Networking: August and September 2009



VI. Product Launch Campaign: NBAA 2009

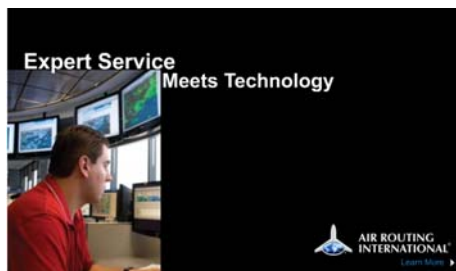


a) Campaign slogans:

- a) "Flight Departments are talking..."
- b) "Expert Service Meets Technology"

b) Streaming Sale and Product Awareness Video Example of Campaign

<http://www.airrouting.com/dev/ainadd.html>



c) Print Ad Campaign: Full-Page Pro Pilot, NBAA, AIN, BCA, BART, Fly Corp, etc.



d) Online Banner Ads Ad Campaign: Provided up to 61% direct web hits. Key newzines, established industry periodical websites, industry associations (NBAA). Engaged 90 Days prior to event

VII. Press & Public Relations Strategy

A strategic approach was developed that combined increased press relations and approach to realizing both pre-show, show, and post show exposure.

- Press Tour and interviews 60 days before show
- “Tickler” press announcement 60 days before show
- Formal announcement 30 days before show
- Press releases were distributed electronically and followed up by informal phone call

Press Conference:

An NBAA Press Conference was scheduled within hour of competition conferences, on Press Day. Lobby efforts began two days prior to Press Day for maximum attendance and exposure.

The press conference accompanied by a Video Presentation (Capability show-off ;)

Video Link:

www.airrouting.com/productsuite/AR_One_Stop_720p.wmv



NBAA Print Press Results

Eleven ARI articles/columns were picked up before and during NBAA in industry recognized periodicals.

Air Routing integrates services

The NBAA Convention... will feature...
The NBAA Convention... will feature...
The NBAA Convention... will feature...

NBAA Convention News

Wednesday
Long-legged Legacy joins Embraer's exec jet lineup
Garmin G3000 brings touchscreen tech to flight deck
Hawker Beechcraft on mission to prevail despite headwind



SnowNews

Air Routing International for Online Flight-Planning

"We've been a quiet working...
"We've been a quiet working...
"We've been a quiet working..."

Cessna, Garmin for G1000 CitationJet Retrofit

Cessna Aircraft (Owensboro, Ky.)...
Garmin (Olathe, Kan.)...
Cessna Aircraft (Owensboro, Ky.)...



IN BRIEF

VJ Air Trails - Delivering the Promise!

Spinning in the VJ Europe 2008...
Spinning in the VJ Europe 2008...
Spinning in the VJ Europe 2008...

Jetworld Alliance Launched

A new European alliance of private...
A new European alliance of private...
A new European alliance of private...

Air Routing Announces Online Flight Support Tools

Air Routing International (ARI) has...
Air Routing International (ARI) has...
Air Routing International (ARI) has...



NBAA Online News Results

Seventeen article press pickups were located before and during NBAA.



VIII. Sales Staff Support Materials:

Print and electronic PDF Sales cut sheets were developed with consistent messages and graphics.



NBAA Promotional Materials:

Video embedded flash drives, Screen Savers, Mouse pads, Booth Videos, Promotional Buttons,



NBAA Customer Event Strategy:

Air Routing has long relied on an annual, invitation only customer relations party that produces good will, sense of entitlement and loyalty. TO accent the product launch, a special video was produced fro presentation.

Online Resource:

- <http://www.airrouting.com/dev/ainadd.html>
- www.airrouting.com
- www.flightmanager.com

Sales Approach: Product Growth and Retention Strategic Objective Outline:

Focused Sales Approach:

Customer retention and prospecting generated through Tier Based Approach to contact visits and strategically selected 'high-touch' Aviation Community events including trade shows, conferences, customer appreciation events and other Biz Av networking events.

New, Existing & Gateway Product Sales: New and improved products such as Trip Quotes, LEADS, etc. can elevate profits and act as Gateway Products that lead to ARI Trips.

Periodic Measurements and Reporting: Marketing and sales strategy and assessment by Sales Manager to ensure flexible alterations, where necessary, to adjust for success.

Existing Customer contact provides the following opportunities:

- Develop deeper relationships through understanding of the client's needs
 - Business and economic position
 - Client 'report card' of ARI (reverse use of Feedback data)
 - Product & service potential (flight planning, fuel, product Sales, etc.)
- Client's potential to churn
 - Maintenance before Triage.
- Key component: Measurable reporting to ALL ARI employees (through centralized mechanism) and systematic follow-up

Client visits frequency will be determined by Tier level

- **Tier 1:**
 - Visit 2 times per year with phone/email contact 1x month
 - Opportunity to Incorporate 1 ARG Ops (relationship) and 1 ARG Fuel Rep (fuel sales)
- **Tier 2:**
 - Visit 1 time per year with phone/email contact each quarter incorporate 1 ARG rep and 1 ARG Fuel rep
- **Tier 3:**
 - Phone/email contact each quarter 1-2 times per year, incorporate 1 ARG Rep and 2 client reps

Prospecting provides the following opportunities:

- Develop new relationships through understanding of the prospect's needs
 - Client's likes / dislikes with present service provider (ARI capabilities)
 - *Key component: Predetermined **Hit List** of potential ARI clients*

Open doors through (Gateway) products not available or of higher quality than existing provider.