



EARLY 2000

BENCHMARK SURVEY

Results: Little awareness of airport.

Even less of the marketing: only 7.8% of those surveyed recalled reading or hearing anything about Akron-Canton Airport.

2000 Marketing campaign was created.

Objective: Increase awareness



EARLY 2001

POST-WAVE RESEARCH MEASURING EFFECTIVENESS OF 2000 CAMPAIGN.

Recall of “Ohio’s Best-Value Airport” slogan and “CAK” connection to the airport.

Awareness of the advertising was up: In benchmark, the question was asked, “Have you read or heard anything about the Akron-Canton airport recently?”

7.8% said yes. When the identical question was asked in the post-wave survey, the result was 44.5% saying “yes”.

Objective: Increase awareness



AUGUST 2001

DELTA ENTERS MARKET.

Develop TV Campaign to extend other communications.

Objective: Put Cleveland butts in CAK seats.

And do it quick!

Strategy: It's cheaper, an average of 36% less

Promise: "Lowest average fare in Ohio"



SEPTEMBER 11, 2001

Follow carriers lead and pull advertising for 2 weeks.

As a result of the attack, it was hard to gauge effectiveness.

But could a quicker, post-attack recovery have been a result?



WHERE DO WE GO FROM HERE?

Continue “Cheaper flights, lowest average fares” story?

No control over the product—prices and destinations can change.

Need something that is **ownable for the long run.**

Ease of use?



WHAT DID RESEARCH TELL US?

BENCHMARK RESULTS

accessability

parking

don't know - none

smaller airport

ease of use

appearance

customer service

has growth potential

prices

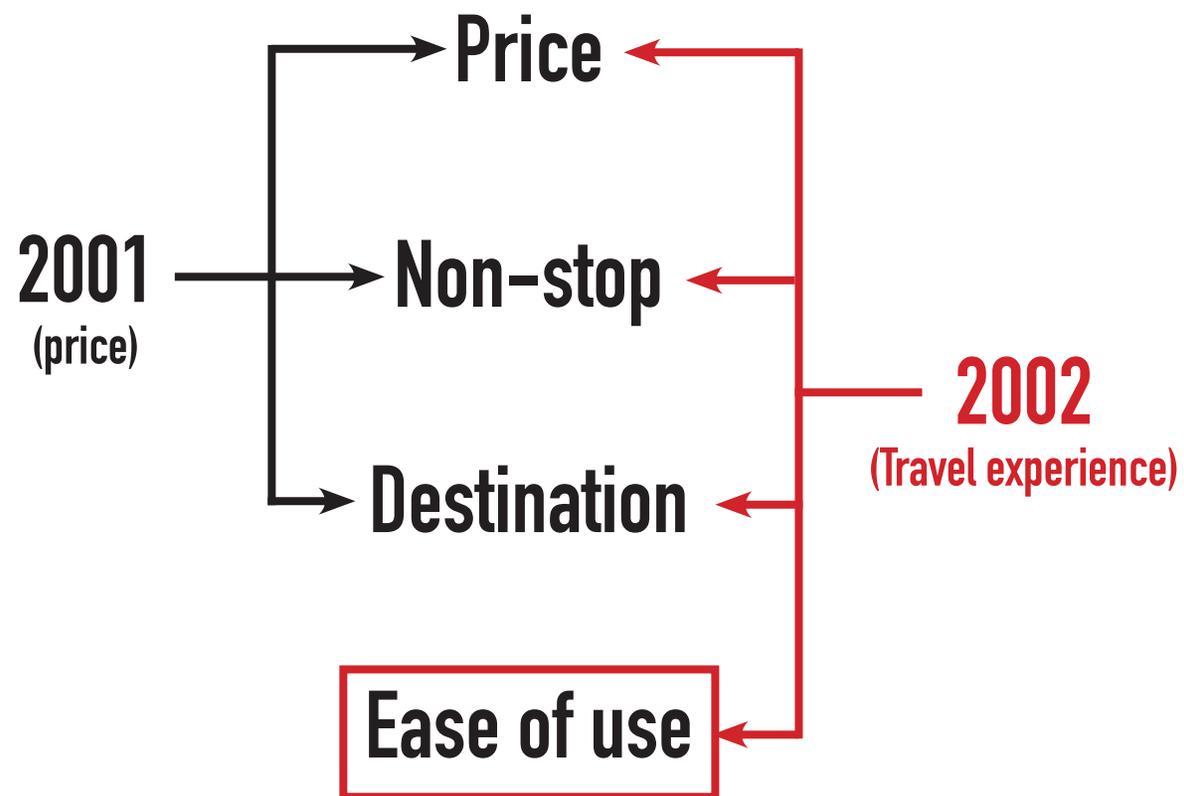
overall, just a great place

POST WAVE CONCLUSION

“These positives are made even more acceptable by reasonable airfares. CAK will need to continue emphasizing these amenities as it considers more service to more places.”



CAK VALUE POSITIONING





TOTAL TRAVEL EXPERIENCE

Stressful – High anxiety.

Traveling is an abusive/punishing experience.

Crammed, crunched and herded.

Expensive



STRATEGIC APPROACH

Truism:

Flying is stressful to peopleCrammed,

Our promise:

Flying is less stressful at CAK



'Flying is less stressful at CAK'

RATIONAL REASONS

ACCESSIBLE—don't have to worry about running into traffic and being late

PARKING IS CLOSER, SAFER—don't have to struggle with bags as far, don't have to wonder if car is being stolen

EASY TO NAVIGATE TERMINAL—less confusing, no anxiety with finding gate

LESS CROWDED, LESS NOISY—less rushed, more calm

LESS PLANE TRAFFIC—no waiting in lines on tarmac

ALWAYS SOMEONE NEARBY TO HELP YOU—reassurance, friendliness

PRICE—you can keep more of your hard earned money



'Flying is less stressful at CAK'

EMOTIONAL REASONS

Less confusing

Community-like

Reassurance

Caring

Calm

Safe

"Comforting"



'Flying is less stressful at CAK'

WHAT DOES IT MEAN TO ME?

LEASURE TRAVELERS – Comforting.

BUSINESS – Efficient, calm and collected, capable.

CARRIER – The experience your customers have at the airport directly relates to the experience they will have with your airline.

The experience is better at CAK.

AGENTS – Your customers will see the value in using you, since you gave them a more pleasurable traveling experience by sending them through CAK.

CAK – Pride in knowing you offer a better travel experience.