



Image-Making for Your Airport

AirTAP Conference - Oct. 16, 2007

CityImage

Definitions

Image

Something one sees, remembers or imagines, whether or not it has any basis in fact.

A person's perception of what they observe.
Perception is reality!

CityImage

Definitions

Branding

Brand recognition is created by use of the product or service and the influence of advertising, design, and media commentary.

A brand is a symbolic embodiment of all information connected to the product and serves to create associations and expectations around it. A brand often includes a logo, fonts, color schemes, symbols, and sound, which may be developed to represent implicit values, ideas, and even personality.

The logo for CityImage, featuring the word "City" in a bold blue font and "Image" in a lighter blue font, both in a sans-serif typeface.

Definitions

Marketing

The process of identifying and anticipating the consumer's wants and needs and making the product to satisfy this. This can be done through market research, such as focus groups.

“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” –

American Marketing Association

CityImage

Why should you care?

- ▶ If you don't create an image for your airport, someone else will.
- ▶ Your airport needs to present a consistent image to its key audiences.
- ▶ You never get a second chance to make a first impression.

CityImage

Using the news media

Strategic media relations is critical!

- Getting to know reporters personally
- Building rapport
- Becoming a trusted source for all aviation-related stories
- This will help when a negative story arises

CityImage

When a reporter calls...

- A.) Panic and hang up.
- B.) Tell them they have the wrong number
- C.) Ask them what the story is about, what questions they have, and arrange for a good time to call back with the answers.
- D.) Begin the interview and answer questions the best you can.

CityImage

Tools to help prepare you

- ▶ Identify your target audiences
- ▶ Develop key messages
- ▶ Crisis communications planning
- ▶ Engaging residents
- ▶ Effective use of graphics to develop a positive image
- ▶ Publications
- ▶ Using the Internet and technology

CityImage

Speaking of the web

- ▶ Web site software (open source)
- ▶ Content management systems
- ▶ Design to make an impression: fonts, colors, photography, limited number of clicks.
- ▶ Ensure home page is updated frequently
- ▶ Let's look at a few examples...

The logo for CityImage, featuring the word "City" in a bold blue font and "Image" in a lighter blue font, both in a sans-serif typeface.

What's a key message?

- ▶ A point you want to come across in a news story.
- ▶ You should have 2 to 3 key messages ready before every interview.
- ▶ They are typically short and memorable.
- ▶ *Think about it like this:* You're in an elevator. You have 30 seconds to tell someone all the important things about your airport.

CityImage

Key message development

Scenario: A reporter for a large-circulation daily newspaper is coming to do a profile of your airport for the Sunday paper. This will give you a lot of exposure!

Prepare for the interview by developing 2-3 key messages. What do you want to get across to this huge audience?

CityImage

Mock interviews

Any volunteers?

- ▶ Keep key messages in mind
- ▶ Anything you say can (and probably will) be used in the article.
- ▶ There's no such thing as "off the record!"

CityImage

Other experiences with the media?

- ▶ Any nightmare interviews?
- ▶ Been misquoted?
- ▶ Papers playing “musical reporters” (heavy turnover at weekly papers)
- ▶ Positive experiences?

CityImage

Contact information



Tom Bullington

CityImage

(651) 402-6356

tom@city-image.com

CityImage