



Marketing & Branding Team

Megan, Nicole, Brandi, Adriana, Joseph

Extended Staff Meeting | December 5, 2024



City of Philadelphia,
Department of Aviation



PHLPNE

PHILADELPHIA INTERNATIONAL AIRPORT
NORTHEAST PHILADELPHIA AIRPORT

Meet The Marketing & Branding Team



Megan O'Connell
Director of
Marketing & Branding

Megan is responsible for promoting PHL and PNE as a world-class gateway to the region by leading strategic marketing efforts, building relationships with major stakeholders, leveraging consumer insights to drive innovation and working with other business units to attract new airlines, routes, concessionaires and travelers.



Nicole Geyer
Assistant Director,
Marketing & Branding

Nicole supports in the planning, development and execution of a comprehensive marketing and promotions program for revenue-generating programs at PHL, including working closely with airport stakeholders, brands, partners and the City of Philadelphia. Nicole is currently leading the re-branding initiative at PHL PNE.



Brandi Hopkins
Digital Manager

Brandi oversees daily content management for PHL.org, drives and manages digital and web related projects (such as the web refresh), and tracks and monitors PHL's website and social media analytics.



Adriana Palombit
Marketing Strategist

Adriana defines and delivers products and services that will drive revenue in ground transportation and/or terminal amenities and concessions and own P&L. She envisions & introduces enhanced services, new business adjacencies, and white space opportunities that drive revenue for PHL and its partners, ensuring the offers enhance the guest experience.



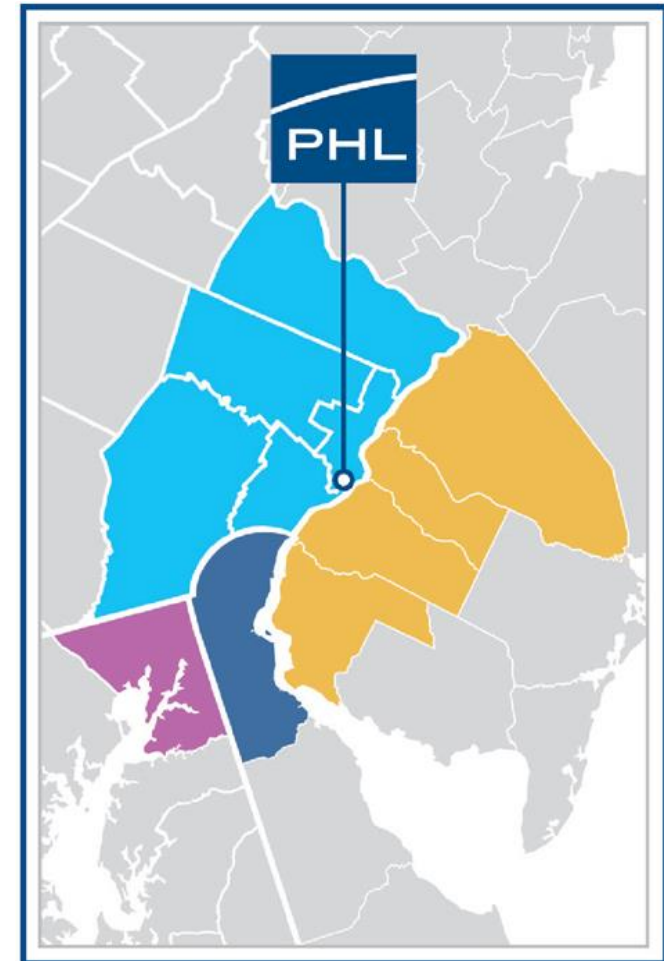
Joseph Avila-Guilin
Graphic Designer

Joseph conceptualizes, visualizes, and creates design output across print and digital mediums. Joseph is working on expanding upon the PHL brand standards and supports the entire PHL team creatively.

Why Does PHL Need Marketing?



- The primary purpose of the marketing team at PHL is to promote PHL as the airport of choice for our catchment area (Eastern PA, portions of Jersey, Maryland and Delaware).
- The marketing team also supports our business partners and stakeholders to drive awareness, engagement and incremental revenue.
- There are two primary buckets we are focused on:
 - **Destination-based and air service marketing:** new carriers, new routes, existing routes (depending on ASIP participation)
 - **Non-aeronautical revenue:** concessions, parking, amenities/services, ground transportation

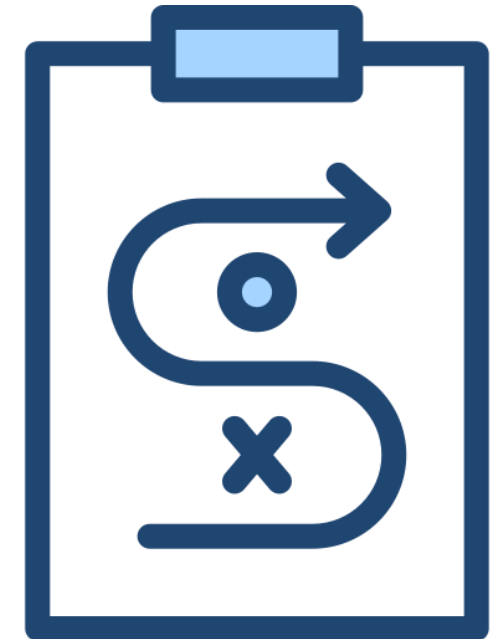


Marketing Strategy vs. Creative



Marketing strategy and creativity serve distinct, but interconnected purposes in the overall promotion of a product, service or brand:

- **Strategy** – what is our direction for achieving business/marketing goals?
 - Defining long-term and short-term objectives
 - Identifying a timeframe
 - Using insights, data research, etc. to promote data-driven decision making
 - Allocating resources and budget
- **Creative** – how do we execute and express strategy?
 - Capturing attention and driving awareness
 - Curating brand image and identity
 - Executing campaigns to support strategy



Collaboration is Key



- We work with many departments on all projects, particularly when it comes to preparing assets to portray our brand cohesively across all channels
 - Communications
 - Guest Experience
 - Air Service Development/Cargo
 - Operations
 - Security
 - IT
 - Capital Development Group
 - Community Engagement
 - Government Affairs
 - MarketPlace PHL
 - **ALL OF YOU!**



Marketing Strategy at Work



BUSINESS

Philly travelers will have new European cities to visit next year as American adds routes from PHL

Flights to France, Denmark, and Italy will be taking off soon.

AIR TRAVEL

Pack your bags: You can fly direct from Philly to these European cities next summer

American Airlines will expand its European destinations out of Philadelphia International Airport to 1 in the summer of 2024

By Dan Stamm • Published August 17, 2023 • Updated on August 17, 2023 at 1:19 pm



Denmark, France, Italy: American Airlines Boosts European Network With 3 New Cities

The airline will fly daily to 14 European cities from Philadelphia next summer.

Trending Stories

- ANNE HECHO**
The complicated aftermath of Anne Hecho's death
- PENNSYLVANIA**
Mystery illness impacting dogs in Pennsylvania, other states, officials say
- FINANCES**
38-year-old financial coach spends only \$24 on groceries a month—her No. 1 'secret tip' for food shopping
- NEWS**
Pentagon reports U.S. warship, commercial ships encounter Houthi drones in Red Sea

American Airlines adding 3 new international routes out of Philadelphia

This is the first time PHL passengers will be able to fly nonstop from Philadelphia to those European destinations.

American Airlines to offer nonstop flights from Philly to Nice, Naples and Copenhagen in 2024

The airline also will resume nonstop service to San Antonio, which has been paused since 2020

S.M.A.R.T Marketing Strategy



Strategy

How do we effectively market these new routes in a way that is:

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Timely**

Santo Domingo, DR (10/15-11/15) **COMPLETE**

- Gate celebration/inaugural flight: 12/17
 - Sunday 12/17
 - Report time: 5AM
 - Catering by La Colombe
 - Selfie station, backdrop, props (Dana)
- Billboards
- Paid social
- Organic social
- Radio
- Quicklinks
- Video

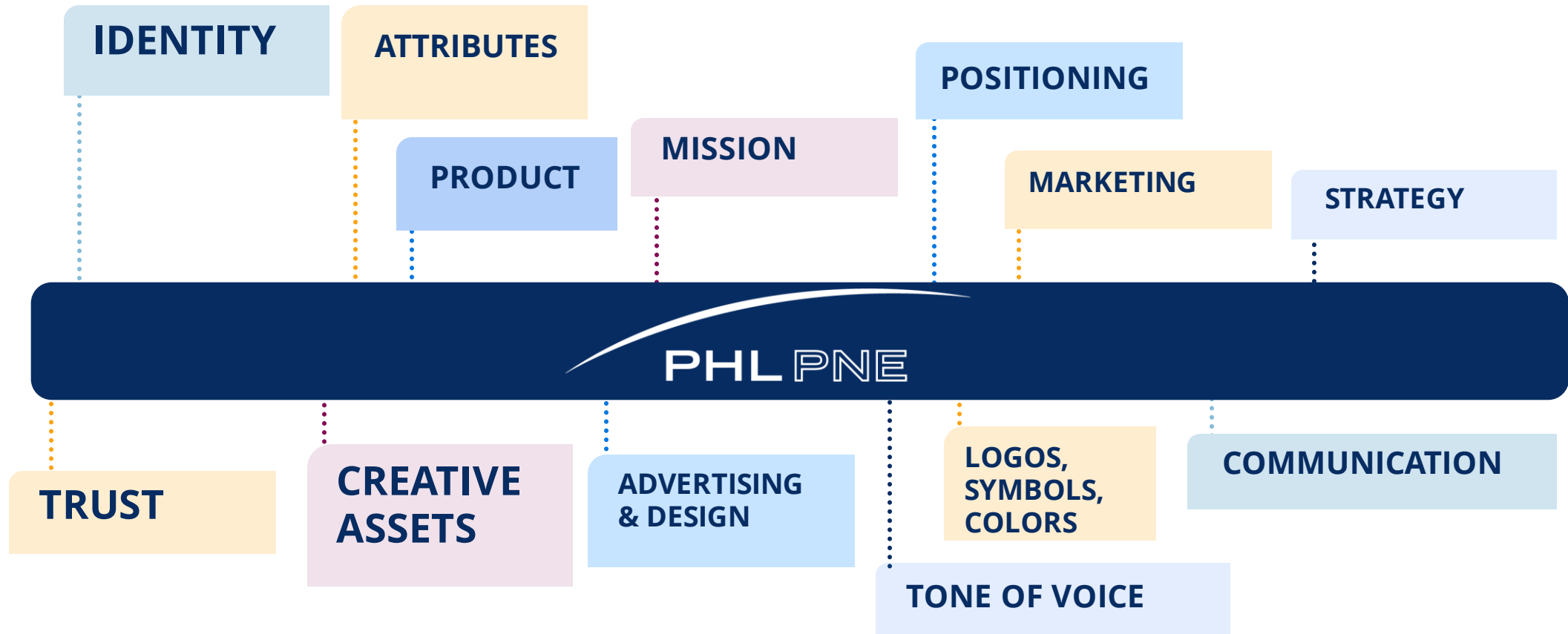
Naples, IT – (11/15-12/31) **IN PROGRESS**

- Gate celebration/inaugural flight: 6/5
- Billboards
- Paid social
- Organic social
- Radio
- Quicklinks (website)
- Video

Creative



What is “Branding” & Why is it Important?



The Creative & Branding Process

Approximately 2 weeks from receipt of request to delivery of assets

REQUEST RECEIVED



COMMUNICATION



REVISIONS, ALIGNMENT



Asset
Delivered

MARKETING
AT WORK



BRINGING THE
PROJECT TO LIFE



1-3 ROUNDS
OF REVISIONS



FEEDBACK
ADDRESSED



Project Management to prioritize high-priority projects



Marketing Team working on 5-7 ongoing projects & other initiatives



**More Time
Necessary For:**

- Printing
- Large Campaigns
- Paid Social Media
- OOH Advertising



Bringing The Brand To Life



PHL PNE
America Recycles Day Celebration
 Nov 14, 9 am - 1 pm
 Opening remarks at 11 am
 B/C Connector event space

Philadelphia International Airport
 A Proud Sponsor of UNCF
Congratulates the 2023 Masked Ball Honorees
 Proudly Connecting Philadelphia With the World

PHL WINGMATE
 PHILADELPHIA

2023 City of Philadelphia | Department of Aviation
EMPLOYEE SURVEY
 Survey will be open for responses through October 24, 2023
 The Department of Aviation wants your input on our current Mission, Vision, and Strategic Goals.
 Please share your input by scanning the QR code below that will direct you to the questions. Responses are anonymous, no personal information will be captured.
 Your input is critical to our success and will help improve the overall customer and employee experience. Thank you!

PHL
art at the airport
 Celebrating 25 Years
 #PHLAirportArt

PHL PNE
YOPRO
 Young Professionals in Business Aviation

PASSPORT TO POSSIBILITIES:
 JOIN THE PHL TEAM AS A CUSTODIAL WORKER 1
 • Full Medical, Dental, Vision and Prescription Plans
 • Paid Holiday, Vacation & Sick Time
 • Free Parking & SEPTA Key
 PHL PNE phila.gov/jobs
 Chief Philadelphia

PHL PNE
 WELCOME TO THE CITY OF BROTHERLY LOVE

CAO's Coffee Conversations
 Cultivating Inclusion & Belonging

NONSTOP TRAVEL from PHL to SANTO DOMINGO
 WE'RE MORE DIRECT
PHL PNE
FRONTIER

NEW DIRECT FLIGHTS OUTTA PHILLY!
 CHARLESTON
 DAYTONA BEACH
 CHARLOTTEVILLE

Save the Date
 September 26, 2023
 8:45 am - 11:30 am

BUSINESS OPPORTUNITY FORUM
 Expand Your Horizons, Grow Your Business

PHL PNE
Mercury

PHL PNE
 Vehicles and Equipment
Safe Entry & Exit
 Best Practices

Thanks For Flying With Us!
 @PHLAirport @SpiritAirlines #PHLOAK #PHL

PHL PNE
PARK
 LOCK IN YOUR SPOT

PHL
 Where We Fly
 WE FLY NONSTOP TO 120 DESTINATIONS

PHL WINGMATE
 Launch Details and Internal FAQ
 What is the Wingmate Pass?
 What are the benefits of the Wingmate Pass?
 How do I use the Wingmate Pass?
 What are the terms and conditions of the Wingmate Pass?

PHL
 TREAT YOURSELF TO NONSTOP TRAVEL
 Premium motorcoach service from Lehigh Valley (ABE) to PHL

PHL PNE
 TREAT YOURSELF TO NONSTOP TRAVEL
 Premium motorcoach service from Lehigh Valley (ABE) to PHL

PHL PNE
 Vehicles and Equipment
Safe Entry & Exit
 Best Practices
 1. A three-point contact means that two hands and one foot are used to position the body for safe entry or exit. Two hands are placed across both handrails or handholds over both feet and the body weight is shifted from one foot to the other.
 2. Maintain three-point contact at all times while entering, exiting, ascending, or descending.
 3. The three-point contact should be broken only when reaching the desired destination (ground, vehicle cab, stable platform, etc.).
 4. Do not enter and exit or ascend and descend moving equipment.
 5. While entering or exiting, movement should be slow and steady to avoid injury from slips, trips, and striking other objects.
 6. Enter and exit vehicles and equipment at the rear, front and most secure access points, normally designed by the manufacturer for this purpose.
 7. Only authorized, trained people should enter and exit or ascend and descend vehicles and equipment.
 8. Other personnel must advise the vehicle or equipment operator or process supervisor of their intent to enter, exit, ascend or descend if a lifting system is to be used for work.
 9. Employees should wear footwear appropriate for the weather conditions, access points, and other work-related performance.
 10. Loose, baggy, or bulky clothing should be worn with caution, as it may become entangled in the vehicle or equipment, or they interfere with the access points used for entering and exiting vehicles and equipment.

Be Inspired By All That PHL and Philly Have to Offer.
 We're excited to unveil a brand-new promo video that showcases our latest innovations and services at PHL.
 Scan to Download

Cargo PHL
 Precision in Every Step. Peace of Mind with Every Journey.

PHL PNE
 YEAR-ROUND SERVICE TO LISBON • BARCELONA • MADRID
 American Airlines

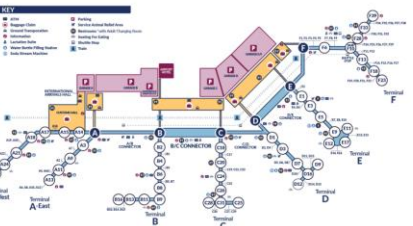
PHL PNE
EPEX
 2023
 NOT VALID FOR TRAVEL

PHL PNE
EPEX
 2023
 NOT VALID FOR TRAVEL

AIR CARGO HANDLING & LOGISTICS (ACHL) Conference
 is an occasion for decision-makers in the air cargo supply chain to come together and discuss key issues to help drive the industry forward.
 September 20 - 22, 2023
 Athens, Greece

Cargo PHL
 Delivering Opportunity
ENDLESS OPTIONS FOR SUMMER TRAVEL
 PORTLAND, OREGON
 PANAMA CITY, FLORIDA
 American Airlines

FLY NONSTOP FROM PHL FALL & WINTER 2023
 BARCELONA LISBON SANTO DOMINGO
 DOHA
SUMMER 2024
 NAPLES NICE SAN ANTONIO
 COPENHAGEN



spirit FLY NON-STOP PHILLY TO OAKLAND

PHL
art at the airport
 Celebrating 25 Years
 1998 - 2023
 PHL Proudly Supports Philadelphia Arts & Culture



Celebrating Recent Wins



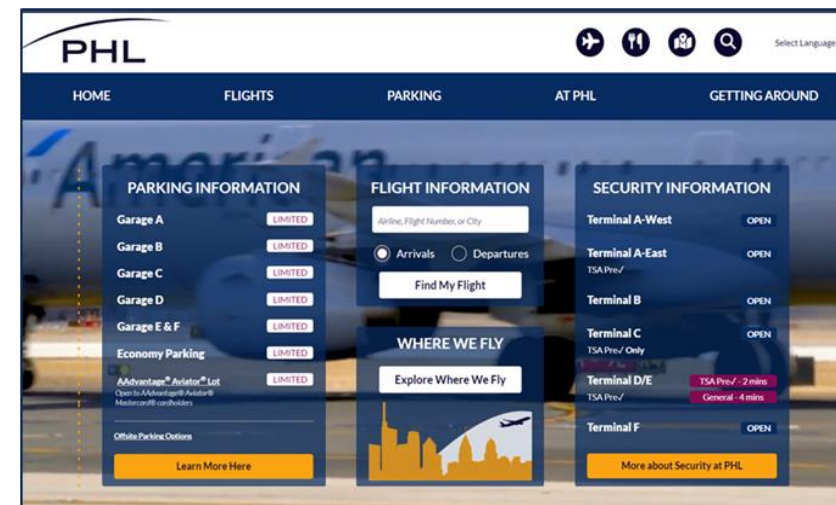
PHLPNE

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NORTHEAST PHILADELPHIA AIRPORT

Website Refresh



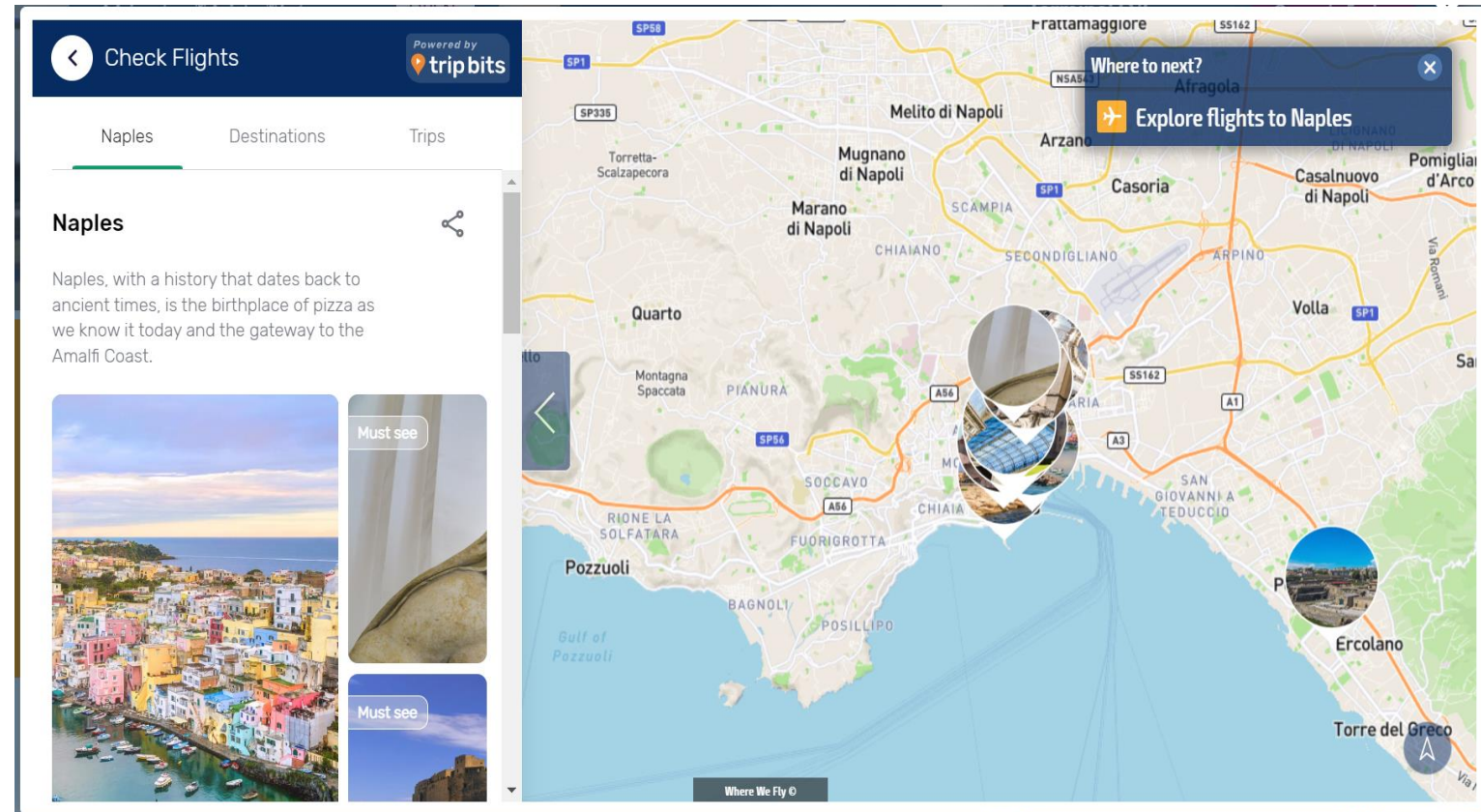
- **Primary Purpose:**
 - Improve user experience
 - Ensure accurate information
 - Maximize website views through SEO
- **The Refresh Included:**
 - Full website audit
 - Updated navigation and header/footer
 - New homepage color palette and
 - Added widgets and promo tabs
 - Overhaul of key landing pages
 - Refreshed Quick links to better promote



Where We Fly



- **Where We Fly has a widget on the PHL's homepage**
- **Users can:**
 - Explore nonstop routes PHL has to offer
 - Search for non-stop flights
 - Find flight times best suited for them
 - Virtually explore destinations



More Advertising Than Ever Before



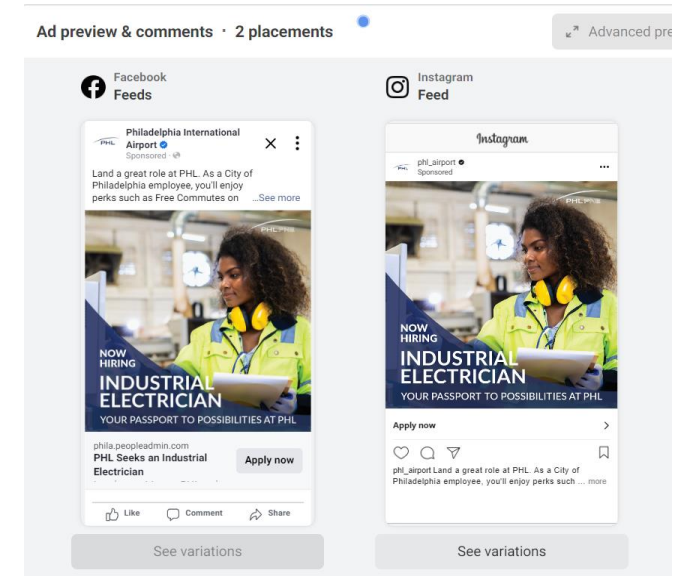
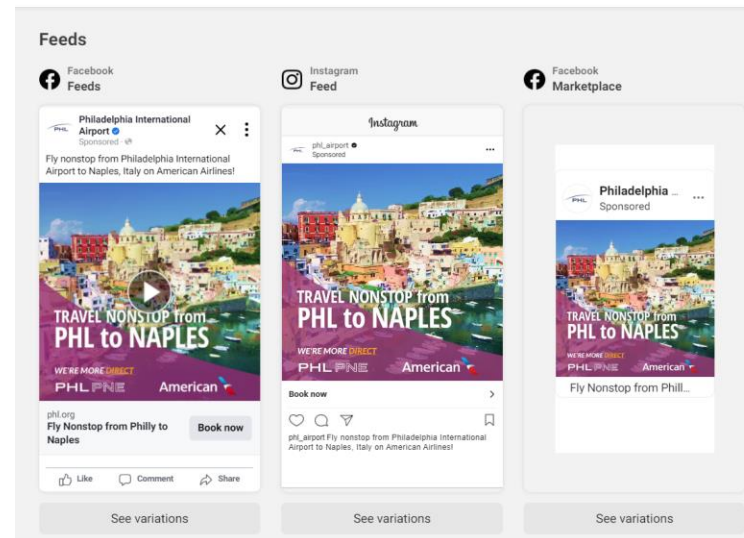
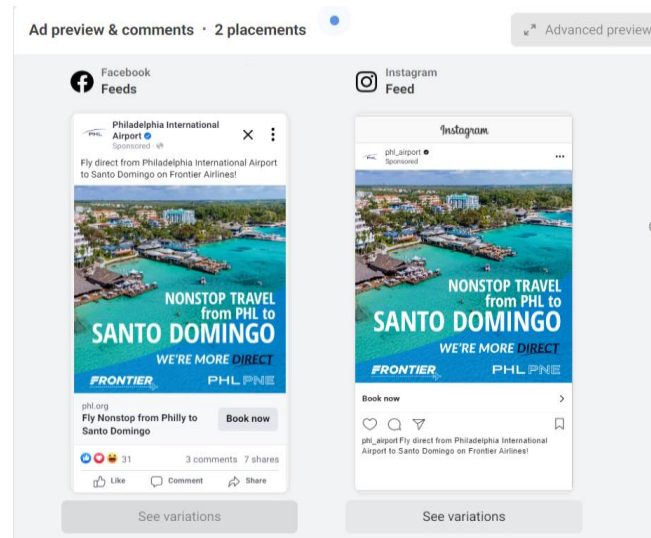
- OOH Advertising (Radio, Billboards, Website Takeovers)
- Publications
- Promotional Videos
- In-Terminal Advertising
- PHL.org website advertisement



Paid Social

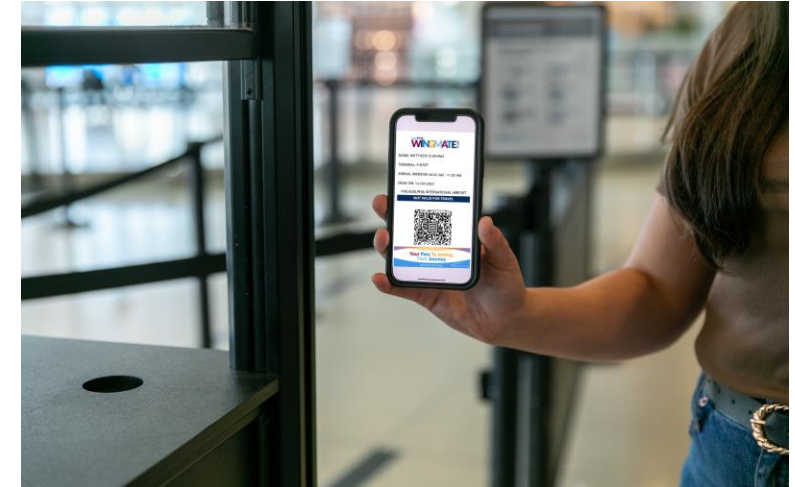


- Santo Domingo Reach: 1,953,185 Potential Passengers
 - (Full Campaign Flight: 10/1 – 11/14)
- Naples Reach: 251,758 Potential Passengers
 - (Accounts for Partial Campaign: 11/15-11/30)
- Recruitment Ads Reach: 440,747 Potential Candidates
- **Total Reach: 2,645,690**





- **The PHL Wingmate Pass allows non-ticketed guests to access PHL terminals post-security.**
- **The Wingmate Pass permits guests to:**
 - Assist family and friends to their gate.
 - Greet loved ones arriving on domestic flights.
 - Discover PHL's extensive offerings, including 150+ restaurants, bars and shop, and award-winning arts exhibitions.
- **700+ approved passes since 11/1 launch.**
 - An average of 24 passes daily, with visits lasting ~2 hours.
 - The primary usage occasion is accompanying a departing passenger.
 - Wingmates are spending an average of \$12 on food and beverage purchases.
 - 80% parked in one of PHL's on-site garages, generating \$12 in revenue per user.





Looking Ahead



PHLPNE

PHILADELPHIA INTERNATIONAL AIRPORT
NORTHEAST PHILADELPHIA AIRPORT

Aspirations for the Future



- **Continued support cross-functionally**
 - Alignment of marketing initiatives with overall business objectives
 - Facilitating a unified brand voice by involving different departments in crafting and delivering consistent messages
 - Avoiding disjointed communication that can confuse passengers and customers and dilute brand identity
 - Facilitating a seamless customer journey by integrating marketing efforts with other touchpoints
 - Creating a more dynamic and engaging work environment as employees contribute to and learn from various aspects of marketing
- **Defining processes**
 - Consistency and brand integrity help us ensure all public-facing messaging adheres to brand guidelines and builds trust among our audience
 - Defined processes include quality control measures that ensure the accuracy and professionalism of marketing materials
 - Clearly defined processes streamline the execution of marketing campaigns, reducing the likelihood of errors and delays.
 - Efficiency in workflows allows for timely delivery of marketing materials, maximizing the impact of campaigns
 - Well-defined processes provide a foundation for scalability, allowing marketing efforts to grow in a structured manner
 - Metrics and analytics derived from established processes help in evaluating the success of campaigns and making data-driven decisions
- **Finalizing Rebrand**
 - We are currently executing the research portion of our re-branding initiative, collecting data from stakeholders, passengers and partners of PHL.
 - We will soon be working to identify the best path forward for our brand
 - We will begin rolling out the new brand in December, 2024
- **Developing and nurturing key strategic partnerships**
 - Diversifying our external partnerships to support key initiatives
 - Improving the in-airport experience
 - Improving image and reputation