



communications
& event planning



CASE STUDY:

Edmonton International Air Show

BACKGROUND

In co-operation with Edmonton Airports, members TNT Event Planning developed and implemented marketing campaigns, sponsorship programs and marketing collateral materials for the 1996 Edmonton International Air Show.

This was the first year that Edmonton Airports would be hosting this first-class event following the closure of the Namao Air Force base two years prior.

OBJECTIVES

TNT Event Planning objectives in support of the Edmonton International Air Show were:

- To establish the Edmonton International Air Show as one of the major local tourism events of the summer.
- To create and implement a sponsorship program.
- To develop and implement a marketing strategy that would promote ticket sales from visitors across the province and beyond.
- To develop sponsorship and business opportunities.
- To develop marketing materials that were innovative and exciting to the air show audience.

CHALLENGE

Changing public perceptions surrounding the resurrection, location and professionalism of the show offered the greatest marketing and message challenges. International air shows in this area

had historically been produced by military personnel on military property. The public had 'celebrated' the official end of International Air Shows at the 1994 Namao show and were told that it would be the last show of its kind to happen in this area. The challenge was to convince the public and corporate world alike, that not only was an International Air Show returning to this area, but that it was also at a new and improved location with more excitement than ever before seen.

STRATEGY

The TNT strategy was to create an awareness campaign that was far-reaching and visually exciting to the target audience. Combined with new dynamic imagery and consistent messaging, a targeted media campaign was directed at key audiences. This campaign worked in tandem with ongoing promotional strategies that focused in the star performer the Concorde which had never before made an appearance in the province. Marketing strategies included a bottle collar campaign with Coca-Cola, advance ticket promotion through Shell and province-wide post card distribution. Sponsorship efforts raised close to \$200,000 for the event.

RESULTS

A strong message, dynamic visuals, savvy promotions and a well-placed media campaign resulted in an attendance of over 100,000 for this inaugural show. Sponsorship objectives were reached.