



Aviation Marketing Specialists

designinc



Design Incorporated is an award winning integrated agency with a specialism in aerospace and aviation marketing.

Design Incorporated is an award winning integrated agency with a specialism in Aerospace and Aviation marketing. Our clients include aircraft manufacturers - household names and leading brands such as Airbus, Bombardier, Eurocopter and Learjet.

We also work for some of the world's leading aviation businesses such as TAG Aviation and Gama Aviation. Our team of marketers and creatives includes marketing and communications professionals whose considerable experience provides our clients with invaluable insights into what makes a strong differentiated brand and an effective marketing campaign.

We are heavily networked within the aerospace and aviation industry. We attend all key exhibitions such as Farnborough, The Paris Airshow and EBACE, as well as specialised seminars and conferences and regularly contribute to thought leadership within integrated marketing best practice by developing innovative insights from market intelligence.

What we can do for you?

Make your brand product and services stand out.
Give customers a compelling reason to come to you.
Reflect your brand values in all your marketing activity.

Identify your brand

Define your proposition

Raise awareness

Boost enquiries

Develop your sales platform

Build your client loyalty

Increase value-added sales

Encourage repeat business

Manage your reputation

Train your client facing staff

Our services



Advertising



Branding



Data



Design



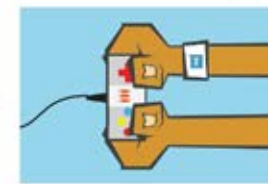
Digital



Direct Mail



Experiential



Marketing



Public Relations



Search



Social Media Marketing



Video

How we work

We tailor our service and structure our account resources to individually optimise **our** deliverables and **your** client experience. We can work with our clients in 3 different ways.

1

Marketing and creative agency

Providing marketing strategy and creative integrated design services

If you do not have a dedicated marketing resource then in just a few hours a month we can give you marketing knowledge and experience that you need.

We can train your personnel to deliver the tactical marketing activity even if they have little or no previous marketing experience.

We will work with you and engage your teams coaching, mentoring and training to deliver the results you need.

2

Creative agency

Providing creative design services

3

Outsourced marketing department

Providing marketing strategy, marketing management resources & integrated design services

Developing a marketing plan

- A marketing strategy, plan and budget are at the heart of all successful marketing activities. Random reactive expenditure is a mistake. Marketing activities should be co-ordinated and integrated across all of the communication channels. The plan must be viewed in its entirety for the whole year.
- If you are still thinking about developing a marketing strategy or plan but are not sure where to start or how to go about it. We can help you.
- If you already have a marketing strategy and plan perhaps you would like us to take a look at it and provide feedback. Maybe you would like some help with measuring the effectiveness of your current marketing activity.

Tactical marketing management

- Your strategic plan needs to translate into tactical marketing activity.
- We can give you an actionable tactical marketing plan and help you to execute it. We can review your current tactical marketing activity to see how it all ties together and to highlight gaps. We will help you to fill the gaps, developing a practical tactical marketing plan to maximise the marketing budget spend that you have.

Awards

Happy clients, repeat business and recommendations are rewarding. Awards however, are gratifying on an altogether different level. Recognition from peer groups and professionals brings pride and satisfaction. Thanks to all our aviation clients who have supported our entry of their work into awards.

2012



Best Direct Marketing Campaign
Gold Award



Best Digital Marketing Campaign
Gold Award

2011



Best Direct Marketing Campaign
Gold Award



Best Digital Marketing Campaign
Gold Award



Best Design Agency
Silver Award

Client:
Crown Jets

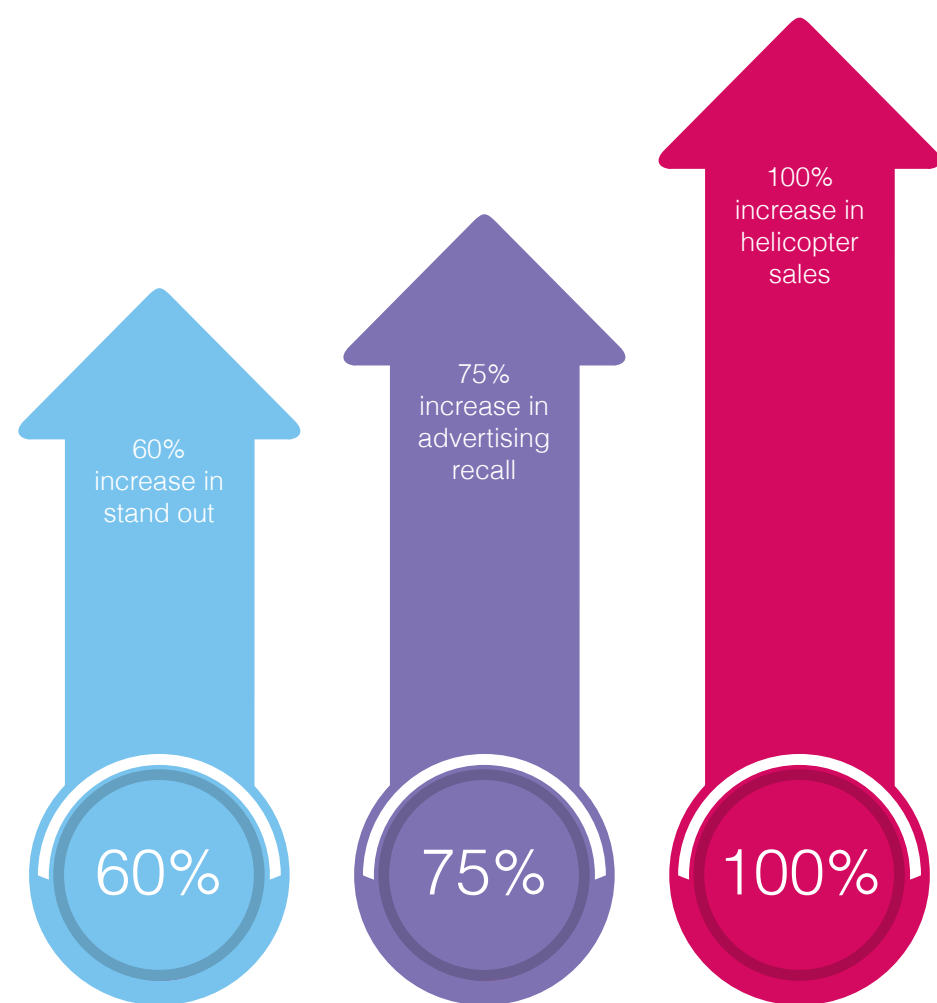
**BRANDS OF
THE WORLD**

What results can you expect?

Our marketing work can be divided into awareness, acquisition and retention campaigns. In most cases these are integrated and based on the identification of an opportunity (or threat) and development of a brief with our clients. We establish a pre-campaign measure of marketing performance in order that the results of our campaign can be measured against the background level.

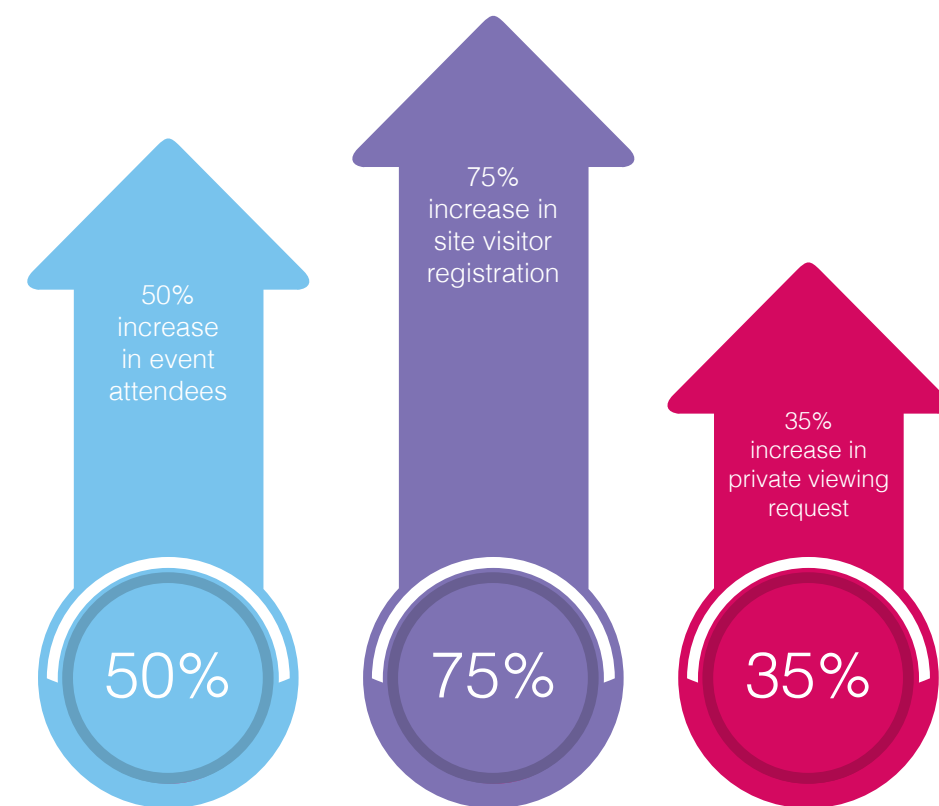
Airbus Helicopters

Our memorable and genre challenging global advertising campaign for Eurocopter has re-templated for Airbus Helicopters. Riding out the rebrand I style and reinforcing the message of innovation, performance and continuity of service. In addition to an unprecedented uplift in helicopter sales, independent auditing by Flight Global resulted in the following demonstrable improvement in campaign performance from feedback by readers and site users 2012 Awards night.



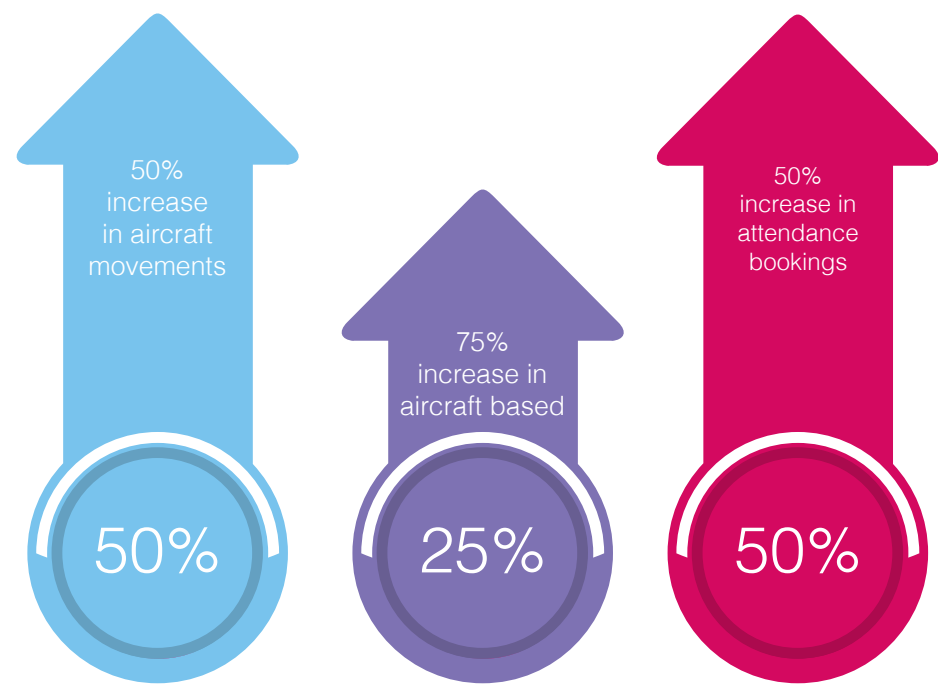
Bombardier Business Aircraft Division

Our support for Bombardier Business Aircraft Division (BBAD) is wide ranging. As you would expect from an integrated agency. Working to promote the 3 leading aircraft ranges Learjet, Global and Challenger as well as corporate communications and regional marketing activities. This years sees the 50th Anniversary of the Learjet and also the highly anticipated launch of the all new carbon fibre Learjet 85 model. As an example of a typical CRM campaign the current Learjet The Icons Tour demonstrates how a creative branded campaign gives cut-through and results in strong event attendance and engagement.



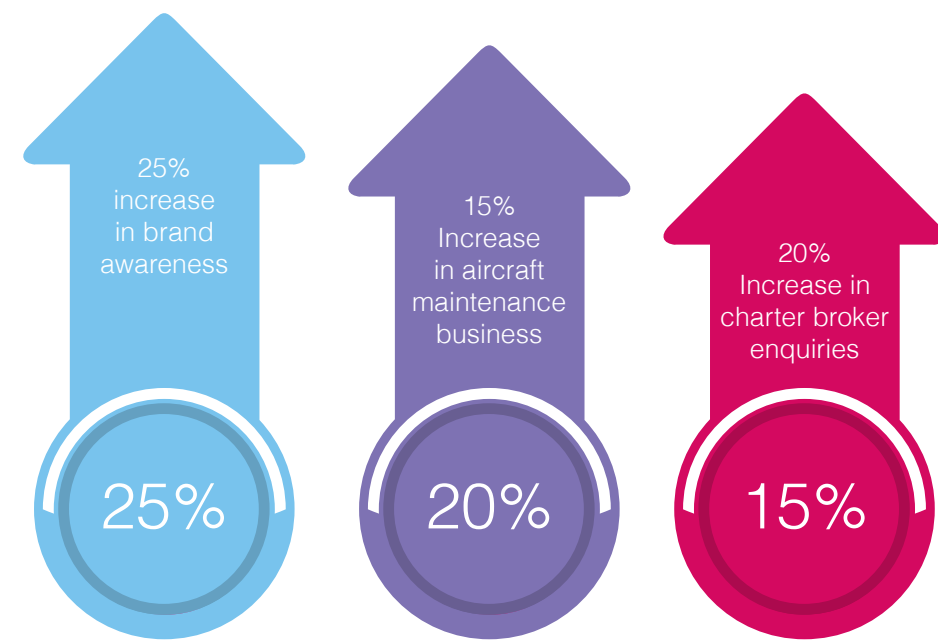
TAG Aviation

TAG Aviation own TAG Farnborough Airport.- London’s dedicated business airport. Our work for the airport includes trade advertising, community relations and event venue marketing. The iconic architecture of air and space is a joy to promote as it’s aesthetics are an aspirational designer’s dream. These are the results of some of our marketing campaigns.



Gama Aviation

Gama Aviation has recently rebranded to consolidate the group identity and support the strategic investment, development and acquisition plan of this leading aviation solutions provider. Our work to support the rolled out identity has included the creation of a flagship brochure to outline the Gama vision. This has been created in 3 languages and regionalised versions. These have been used extensively at exhibitions and are reflected in the online branding. Further work has supported business development across Gama’s engineering and charter businesses.



What about some of our work

In every case the performance of our campaigns exceeds the industry norm in terms of standout recall* and client verified enquiry generation.

* Independently verified quantitative and qualitative desk research



BOARDING PASS



AIRBUS
HELICOPTERS

DEPARTURE TIME: 00:00:01

DEPARTURE DATE: 01/01/2014

DESTINATION: AIRBUS HELICOPTERS

DEPARTURE TIME:
00:00:01

DEPARTURE DATE:
01/01/2014

DESTINATION:
AIRBUS HELICOPTERS

THINK SEARCH & RESCUE

The future of search and rescue. With the longest range and largest capacity in its class, this piece of life-saving equipment can be packed with vital search, rescue and intensive care technology. A stable and powerful platform for saving lives under the harshest conditions. Call for the all new EC175.



 **AIRBUS**
HELICOPTERS

Airbus Helicopters

We made heroes of the products by taking the expectation challenging Helicopters and putting them into even more challenging settings.

Eurocopter is part of EADS, a sister company to Airbus and leading helicopter manufacturer. Design Incorporated were invited to pitch against 4 other agencies including the incumbent Publicis for a new global advertising campaign. Eurocopter were looking for a genre breaking approach to their new campaign – as historically and currently among competitors most helicopter advertising is very similar i.e. helicopter in flight on mission. Innovation, service and 5 main markets of military, medical, police, business, oil & gas were identified by the brief and each required a meaningful campaign execution fulfilled through a memorable, flexible, thematic and branded approach to the project.

We created a campaign that demonstrates how Eurocopter looks at things differently; resulting in innovation, service and a mission focus in their helicopters. As the brief was for a memorable campaign with standout. We made heroes of the products by taking the expectation challenging Helicopters and putting them into even more challenging settings.

For example shrinking the helicopter down in size mirroring the company's investment in nanotechnology so it can land on the nib of a pen or enlarging it – so like their extensive service networks it can reach across a whole continent. The military advert developed for the pitch features a Tiger attack helicopter in face-off with a wasp. Right from take-off one of the aims of the new campaign was to incorporate a joined-up media approach across

different platforms. Click here to view the flash animations that we produced for Eurocopter.

At the Farnborough 2012 Airshow Eurocopter Chief Executive Lutz Bertling announced that the company has sold 'twice as many helicopters in the first six months of 2012 year compared to the previous year'



THINK SERVICE

Because you need your helicopters to be available around the clock, we have the largest network of helicopter training, logistics and maintenance centers across the globe.
Airbus Helicopters - Ready to serve you 24/7.



THINK BUSINESS

When it comes to gaining a competitive edge in commerce, you simply need the best. With our helicopters, you will fly faster and more safely, while enjoying greater comfort and reliability.
Invest in an EC130 T2.



THINK LAW ENFORCEMENT

Airbus Helicopters equips the best police pilots with an elite range of homeland security helicopters. Serving communities for protection, surveillance and interception duties. Outpacing criminals and patrolling the highways.
Invest in an EC145 T2.



THINK OIL & GAS

The rugged and reliable Airbus Helicopters' range is put to the test transporting crews safely to and from assignments. Enduring extreme heat and freezing weather conditions to reach offshore rigs and wells in remote land-based locations.
Discover an EC175.



THINK SPECIAL OPERATIONS

Armed with cutting edge defense helicopter technology. All-weather capable, unrivalled in the harshest environments, combat proven. Ready for special operations from most remote areas or warships.
EC720 - Deploy the best.



LEARJET
50
YEARS



BOMBARDIER
the evolution of mobility



Bombardier

Design Incorporated have been working for over 10 years of behalf of Bombardier Aerospace Business Aircraft Division who are based in Canada.

Our work supports the brand portfolio of business jets across the entire EMEA region and beyond. This includes Learjet, Challenger, and Global aircraft ranges. The use of key brand ambassadors including aviator and Hollywood A-lister John Travolta, Bilbao Guggenheim architect Frank Gehry, classical pianist Lang Lang forms part of the brand's appeal to hearts and minds.

Our work remit includes execution of marketing communications projects and advertising campaigns for print, the digital domain, experiential, exhibitions and events. Guardianship of brand assets, image libraries, usage guidelines, documentation and internal communications. The worldwide brand platform may in some campaigns need to be regionalised and delivered locally in different languages and tone of voice for different audiences. Our campaigns have supported aircraft sales and CRM to very high net worth individuals, corporate aircraft owners and private jet operators, aircraft charter companies, dealer networks and after sales. Experiential campaigns and provision of environmental graphics and associated marketing

materials for major international exhibitions and regional trade shows such as EBACE and Farnborough.

Equally at home with online and offline and other media including video we have built robust brand platforms for the Bombardier product range. We also provide a design service for internal communications, sales presentations and sharing of market intelligence for regional marketing. Over the ten years we have created everything from brand development (for Skyjet International) and implementation guidelines right down to tactical and functional pieces including invitations, greetings cards and bookmarks. It is unusual for an agency to work through such a vertical range of marketing communications. Our boutique team set-up is optimised to provide the right mixture of strategy, creative and technology and designed to be a responsive and cost effective service for Bombardier.

BOMBARDIER
the evolution of mobility



LEARJET

CHALLENGER

GLOBAL



Gama Aviation



Intelligent Aviation Marketing for global solutions provider

Since August last year we been supporting our key aviation marketing client Gama Aviation through their major global rebranding roll-out. This has meant working with the new 'Intelligent Aviation Since 1983' brand guidelines to create the graphic design and content writing for a new 'signature' corporate brochure as well as other tactical aviation marketing campaign materials including eshots, exhibition graphics and printed direct mail. Providing Gama Aviation with a full integrated agency service.

both the text and imagery. The content has also been translated into Arabic and Mandarin Chinese. This major brochure, which is printed on uncoated paper for a contemporary feel and environmentally sound specification has been very well received by the client and recently used to good effect on both the Gama Aviation stand at the NBAA Show in Las Vegas and the MEBA Airshow in Dubai. A Pdf version is also available to download from the new Gama Aviation website – again tailored to the region/ language.

The 'signature' brochure sets out the stall for Gama Aviation in a global marketplace, promoting the core service areas of Engineering, Aircraft Management, Travel Services, Air Charter, IT Services, Valet Services and Leasing. In addition to the Europe/USA-centric version, this major piece of intelligent and on-demand print has been tailored and regionalised for both the Middle East and the Asia Pacific to include a partial refocusing of the design to change the emphasis of



GAMA AVIATION'S CHARTER FLEET



INTELLIGENT AVIATION— SINCE 1983

Gama Aviation

NORTH & SOUTH AMERICA CHARTER FLEET		
Global Express	Teterboro, NJ	11
Global Express	Hartford, CT	12
Global 5000	Teterboro, NJ	11
Global 5000	Palm Beach, FL	10
Gulfstream 350	Santiago, Chile	13
Gulfstream 450	Teterboro, NJ	15
Gulfstream 450	Oxford, CT	15
Gulfstream V	Teterboro, NJ	11
Gulfstream IV-SP	Teterboro, NJ	12
Challenger 300	Managua, Nicaragua	9
Challenger 600	St Louis, MO	8
Challenger 604	St Louis, MO	8
Challenger 601	Teterboro, NJ	11
Falcon 2000	Teterboro, NJ	9
Falcon 50EX	Teterboro, NJ	13
Falcon 500B	Oxford, CT	11
Learjet 60	Bridgetown, CT	7
Learjet 45XR	St Louis, MO	8
Citation II	Bridgetown, CT	8
Citation Encore	Palm Beach, FL	7
Globetrotter Sovereign	Teterboro, NJ	8

MIDDLE EAST CHARTER FLEET		
Challenger 604	Sharjah	10
Legacy 600	Abu Dhabi	13

EUROPEAN CHARTER FLEET		
King Air 200	Glasgow	7
Learjet 45	Farnborough	8
Boeing 737	London	3
Gulfstream 550	Stansted	16
Challenger 604	Farnborough	11
Hawker 1000	Farnborough	8
Falcon 2000	Farnborough	10

USA charter.usa@gamaaviation.com
Europe charter.eu@gamaaviation.com
Middle East charter.mena@gamaaviation.com
gamaaviation.com

Gama Aviation



Aircraft Interiors

Actron
The Young Engineers
Davis Aircraft
Crescent Manufacturing
Parasol Aviation
St Louis Design
Wallsdorf Leather

Flitetec
Aircraft Components &
Equipment Supplies

Spectech
UK | France | USA

Life Sciences

STAG
GROUP

Supply Chain Services

DLF & Kitting
KANBAN with RFID
Critical Spares
Contract Solutions
Distribution
Obsolescence
Solutions
Repair & Overhaul
AS/EN 9120:2009 Rev A
ISO 9001:2008



Stag Group

Thrulife Aviation Marketing through Design Inc

The Farnborough Airshow in 2012 saw the launch of an all new marketing campaign featuring new branding, website, advertising and email marketing campaigns which had been created over the preceeding few months for STAG Group.

The international aviation and defence group comprising Spectech, Comfast, Arnold Wragg and Aircraft Components & Equipment Supplies is a leading aviation spares supplier; providing design, manufacture, distribution and services based solutions.

The new home page and exhibition stand featured 'Thrulife through STAG Group' campaign uses 'sliced-up' airframes (commercial, military, rotary and business aviation) shown in cradle to grave paint schemes. For example from beginnings in assembly

line primer through flag carrier, budget carrier, courier airline or training airframe and ending up with boneyard exfoliation and oxidation. This striking and memorable graphic message sets STAG Group apart in terms of brand differentiation and reminds customers that STAG Group provide comprehensive spares solutions throughout and in many cases extending the working life and value of an aircraft asset.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.



ABSOLUTELY ICONIC



The Business Aviation Gateway to London

Experience TAG Farnborough Airport. The ultimate business aviation airport. Be inspired by the iconic architecture. The most discreet and efficient airport experience anywhere.

www.tagfarnborough.com



TAG Farnborough Airport

For architectural calm and a sense of space the private aviation terminal at TAG Farnborough Airport truly takes some beating.

TAG Farnborough Airport is part of an established international Swiss brand. Beautifully aesthetic and understated. Designing for any part of the TAG Group requires lightness of touch and some campaigns require an evolution of the core brand elements to build compelling images for targeted audiences. It is a pleasure to support such a long established and respected player in general aviation. In the current climate no business can afford to rest on its laurels. Gaining insight from market intelligence

and pro-activity in marketing is required across all channels to leverage the unique selling points that TAG Group services provide. Our creative work is always focused on the commercial context and designed to ensure that revenue and profits are maintained along with brand integrity.



Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential, Public relations, Social media marketing and Data.

www.designinc.co.uk



Experience



Dedicated Exclusively to Business Aviation

A sense of calm prevails when entering the VIP passenger terminal and relaxing passenger lounges afford efficient flight arrivals or departures creating a personal air travel experience without parallel. Every need is anticipated for VIP passengers, coupled with unrivalled aircraft handling and crew support.

TAG Farnborough Airport has won many awards including the No.1 Fixed Based Operation (FBO) in various polls around the world. This is a true reflection of the quality of service we strive to provide at the airport.

Latest News

For all the latest TAG Farnborough Airport news, please [click here](#)

May 2013 – Voted number 1 European FBO in both AIN and ProPilot's FBO Surveys





Vertis Aviation

Vertis Aviation

Vertis Aviation is a successful boutique private aviation solutions provider who raise the game with a dynamic and aspirational mindset

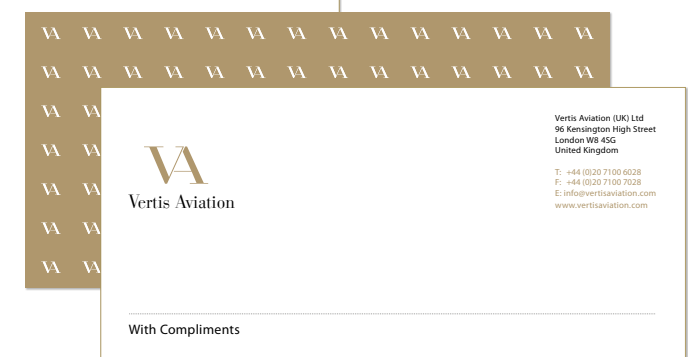
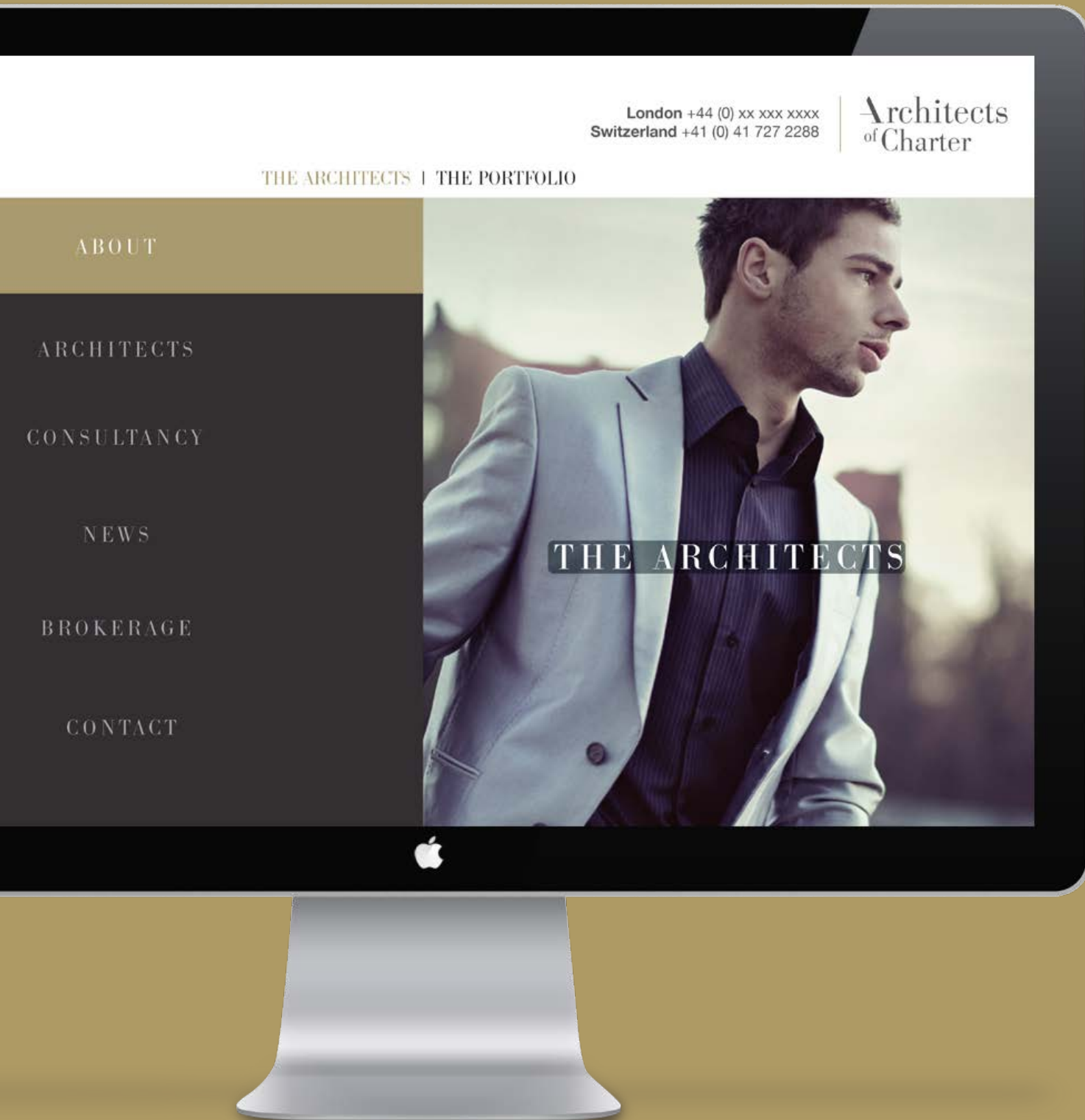
To mark Vertis Aviation's second anniversary of successful trading the boutique private aviation solutions provider asked us to redevelop our original website design. This new website needed to be a significant move forward from the original version, not just in terms of raising the game with unique dynamic and aspirational imagery to support the positioning and key messaging but also in terms of technology in the fast moving world of the latest browsing devices.

Improved user engagement and interactivity were also prerequisites. The brief led to Design Inc proposing an animated HTML5/jQuery website solution featuring the latest coding techniques and with graceful degradation in mind. Techniques which, we believe, will become mainstays in the way all websites will be designed and programmed. jQuery offers many benefits in terms of moving graphics and information presentation. These features are also viewable on iPads and iPhones which has long been a shortcoming of Flash animation and interaction.

The new site is powered by a WordPress content management system so it can be both easily updated and search engine optimised. It has been designed, developed and skinned however, using HTML5/jQuery features like animations and lateral navigation scrolling. This combination provides a delicate balance between a luxury/lifestyle feel and simplicity of user experience.

Services: Marketing, Branding, Advertising, Design, Digital, Direct mail, Search, Experiential Public relations, Social media marketing and Data.





Testimonials

Design Inc has impressed me on multiple levels. Dan has continually delivered original ideas to us whether it be a new corporate brochure, advertising campaign or invitation. All were delivered in a timely manner and with excellent communication skills. We have worked with Dan for a number of years now and feel like he's one of the team as he demonstrates a true understanding and theme of our business.

I have found Design Inc service to be creative, timely and accurate. Their input and suggestions have helped the airport develop and enhance the marketing materials to a high standard of production. Needless to say we are extremely satisfied with the results and I would highly recommend Dan and his team.

Elaine Turner, Events & Marketing Manager
TAG Farnborough Airport

Sometimes, I forget to do things in time. Sometimes, I forget to allocate the correct budgets. Sometimes, I don't give the right briefs. And sometimes, just sometimes, I am not actually that easy to work with. Dan and his company forgive me all of these things, and still work with me after 5 long years. So for the stellar service they provide, for the refreshing, drop-everything-for-you approach, for the unbeatable costs, and for the care they take for the end product, I cannot recommend Design Incorporated highly enough.

Murray Sutherland Director, Marketing Business Jet Division at BBAD

Eurocopter sold 'twice as many helicopters in the first six months of 2012 year compared to the previous year'.

Eurocopter Chief Executive Lutz Bertling

Daniel Gilbert Managing Director

daniel@designinc.co.uk

So Dan, as Managing Director – what do you focus on a day to day basis?

Everything! But mainly account direction for our big name clients in private aviation. Of course I also monitor the development of new opportunities in other market areas too. For all our clients I aim to combine the strategic with the creative and practical to deliver effective marketing online and offline. After all – It's what we do!.

In terms of our services and my clients I am aiming to serve the leading provider in each of the key areas of aviation: manufacture, infrastructure/airport management, aircraft operators, airlines, charter, maintainance, spares, training and security etc.

Keeping all our clients ahead of the competition with the use of emerging technologies for online marketing. For the business? continuing our organic growth to build a robust and sustainable business. Winning more awards for our work – and recommendations as recognition for results always welcome!

When you are not working what do you like to do?

I am an unashamed petrol head and recently enjoyed a tour of the Lotus factory near Norwich. (I am a proud owner of one of Colin Chapman's finest). I grow vines and have been developing my own 'Chateau Staines' appellation. I have a young family who keep me very busy – we all visited Disney World in Florida this year (just an excuse for me to redo Star Tours!) but I do manage to play five-a-side football once a week with some of the other guys here and we even have some tinware to our name!



Paul Munday Creative Director

paul@designinc.co.uk

Tell the viewers a bit about your role at Design Inc!

I am responsible for all the creative within the studio. I am the lead designer in all new projects as well as spending a lot of my time inspiring and encouraging our team of designers.

What qualifies you for this key role?

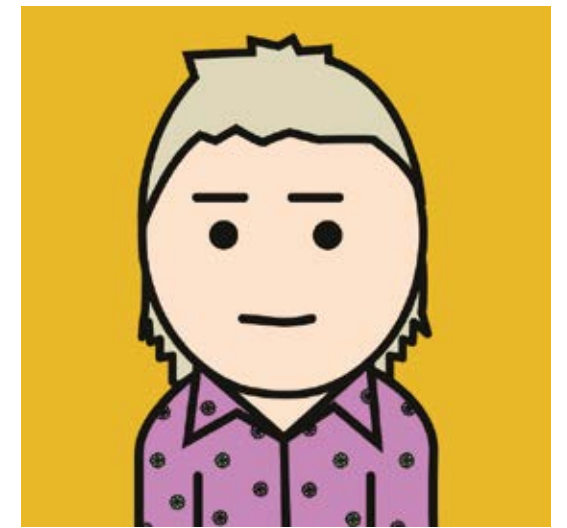
I originally studied for a BA Honours in Graphic Design at the Southampton Institute of Art and Design. Since then I have won a few design awards and have been managing the design team at Design Inc for 5 years now. I enjoy working on across the wide range of B2B and B2C clients in sectors including: Engineering, Luxury lifestyle, Private Aviation, Technology and Hospitality.

As Design Inc marks its 15th Anniversary, what would be your motivations for the next 15 years?

To be part of a growing team of Designers. To win a D&AD yellow pencil! Keep in touch with the world of design. Inspire any new designers coming through the ranks at Design Inc.

When you are not at work what do you like to do?

Spending time with my family - we have just moved house. Collecting vinyl figures - especially Star Wars and Gorillaz. All things Blur. Playing, watching and coaching football (Watford and England - that's watching not playing or coaching!). I am however, an FA qualified coach and manage Staines Lammas u9 Football club. I enjoy theme parks (roller coasters mainly) and going to music gigs and festivals like Glastonbury. My current design interests are use of negative space, icons and 2D illustration.



David Parker Branding and Marketing Consultant

david@designinc.co.uk

OK, David, you are the branding specialist - but what is your own brand built on?

Creativity, communication and commitment. The c words.

As Design Inc marks its 15th birthday what are your aspirations for the future?

More clients and more campaigns please.

When you aren't working for Design Inc what are likely to be doing?

Well, I'm most likely to be doing something creative with my 2 young daughters - drawing princess pictures or building princess castle dens or making princess tiaras. Once they are in bed I love to go out to see live bands and am lucky to have a lot of great musicians playing in and around Richmond. The Eel Pie Club for R&B and other pubs for rock and pop and soul. You might find me browsing in TK Maxx for that umpteenth pair of shoes or watching retro b/w music clips on Youtube. Or rummaging through design/architecture/aviation books in a charity shop. My parents and grandfather all worked for De Havilland. Best plane ever? DH 98 Mosquito.

Aviation clients at a glance



Airbus Helicopters

Advertising, Digital, Employee engagement, Experiential



JSSI

Digital



Ontic

Digital



Tracware

Advertising, CRM, Digital, Literature



Airops Software

Advertising, Digital, Literature,Experiential



Aviation Club

Digital



Baltic Air Charter Association

Literature



Stag Aerospace

Branding, Advertising, CRM, Digital, Literature, Experiential



Twin Jet

Branding, Advertising, CRM, Digital, Literature, Experiential



TAG Aviation

Advertising, Digital, Literature, Experiential



Bombardier Commerical Aircraft Division

Literature



Bombardier Business Aircraft Division

Advertising, CRM, Digital, Internal Communications, Experiential



Vertis Aviation

Advertising, CRM, Digital, Literature



TAG Farnborough Airport

Advertising, Digital, Literature, Experiential



The Charter Company

Advertising, CRM, Digital, Literature



Crown Jets

Branding, Stationery, Website



Flight Data Services

Branding, Digital



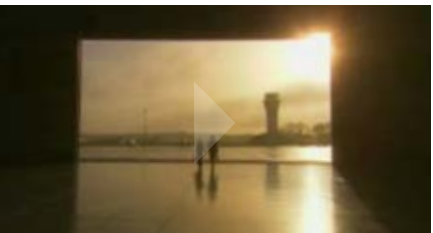
Gama Aviation

Advertising, CRM, Digital, Literature, Experiential



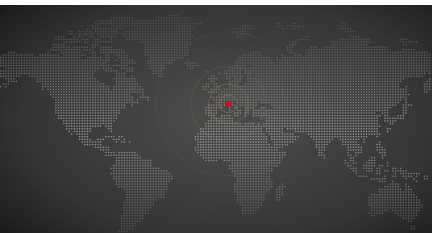
NVH

Branding, Digital



SkyJet International

Branding, Advertising, Literature, Video



NewJet

Advertising

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