





the campaign

Thinking without limits

(THINK CREATIVITY)

Remember how the biggest range of helicopters in the world
has evolved to fulfil customers' needs and wants.
Best for multi-mission capability and optimum performance.
More efficient, safer, quieter, simpler to fly and with added
comfort. Made with Airbus DNA. Born ready.
Say hello to an H160.

Leading the way



Remember all contact
information, please contact us at
www.eurocopter.co.uk
EUROCOPTER

Thinking without limits

(THINK TASTE)

Remember how the biggest range of helicopters in the world
has evolved to fulfil customers' needs and wants.
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comfort. Made with Airbus DNA. Born ready.
Say hello to an H160.



Thinking without limits

EUROCOPTER

Thinking without limits

**THINK NEXT
GENERATION**

H160 has evolved to fulfil customers' needs and wants.
Best for multi-mission capability and optimum performance.
More efficient, safer, quieter, simpler to fly and with added
comfort. Made with Airbus DNA. Born ready.
Say hello to an H160.



Important to you. Essential to us.

AIRBUS
HELICOPTERS

Thinking without limits

(THINK LAW ENFORCEMENT)

Remember how the biggest range of helicopters in the world
has evolved to fulfil customers' needs and wants.
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Leading the way



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Thinking without limits

THINK FAMILY

H160 has evolved to fulfil customers' needs and wants.
Best for multi-mission capability and optimum performance.
More efficient, safer, quieter, simpler to fly and with added
comfort. Made with Airbus DNA. Born ready.
Say hello to an H160.



Important to you. Essential to us.

AIRBUS
HELICOPTERS

Thinking without limits

MADE IN POLAND

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.
Tiger - Deploy the best.



Important to you. Essential to us.

AIRBUS
HELICOPTERS

Thinking without limits

(THINK DEFENCE)

Remember how the biggest range of helicopters in the world
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Leading the way



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Thinking without limits

(THINK SERVICE)

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Leading the way



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Thinking without limits

(THINK OIL & GAS)

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Thinking without limits

THINK MULTI-FACETED

H160 has evolved to fulfil customers' needs and wants.
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More efficient, safer, quieter, simpler to fly and with added
comfort. Made with Airbus DNA. Born ready.
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AIRBUS
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Thinking without limits

(THINK MARITIME SURVEILLANCE)

Remember how the biggest range of helicopters in the world
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Thinking without limits

(THINK ARMY SCOUT)

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Leading the way



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(THINK OIL & GAS)

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Say hello to an H160.

Leading the way



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Thinking without limits

(THINK AERIAL WORK)

Remember how the biggest range of helicopters in the world
has evolved to fulfil customers' needs and wants.
Best for multi-mission capability and optimum performance.
More efficient, safer, quieter, simpler to fly and with added
comfort. Made with Airbus DNA. Born ready.
Say hello to an H160.

Leading the way



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Thinking without limits

THOUGHT BUBBLE

H160 has evolved to fulfil customers' needs and wants.
Best for multi-mission capability and optimum performance.
More efficient, safer, quieter, simpler to fly and with added
comfort. Made with Airbus DNA. Born ready.
Say hello to an H160.



Important to you. Essential to us.

AIRBUS
HELICOPTERS

Thinking without limits

(THINK INNOVATION)

Remember how the biggest range of helicopters in the world
has evolved to fulfil customers' needs and wants.
Best for multi-mission capability and optimum performance.
More efficient, safer, quieter, simpler to fly and with added
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Leading the way



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(THINK AERIAL WORK)

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Leading the way



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EUROCOPTER

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.



 **AIRBUS**
HELICOPTERS

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 H145.



Important to you. Essential to us.

 **AIRBUS**
HELICOPTERS

THINK SPECIAL OPERATIONS

Armed with cutting edge defense helicopter technology. All-weather capable, unrivaled in the harshest environments, combat proven. Ready for special operations from most remote areas or warships. H145M - Deploy the best.



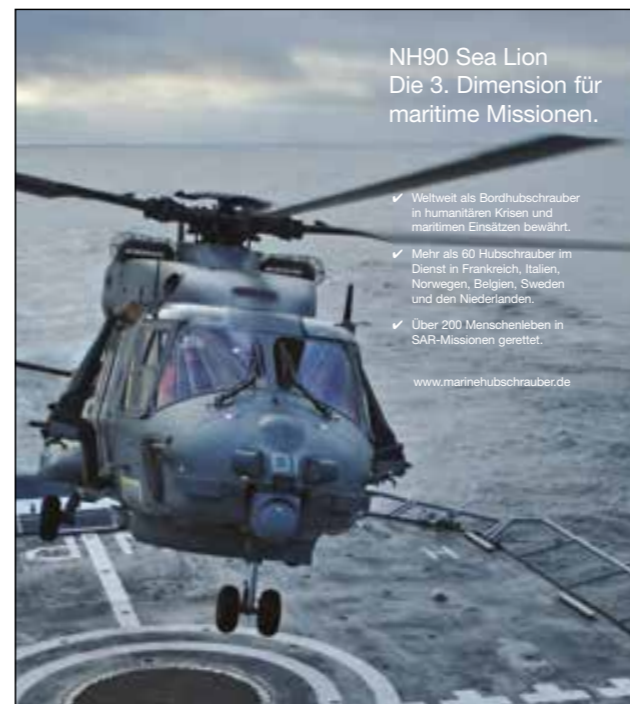
Important to you. Essential to us.

 **AIRBUS**
HELICOPTERS

NH90 Sea Lion Die 3. Dimension für maritime Missionen.

- ✓ Weltweit als Bordhubschrauber in humanitären Krisen und maritimen Einsätzen bewährt.
- ✓ Mehr als 60 Hubschrauber im Dienst in Frankreich, Italien, Norwegen, Belgien, Schweden und den Niederlanden.
- ✓ Über 200 Menschenleben in SAR-Missionen gerettet.

www.marinehubschrauber.de



 **FINMECCANICA**
HELICOPTER DIVISION

 **NH Industries**

 **AIRBUS**
HELICOPTERS

 **Fokker**

THANKS UK!

- Selected as part of UK Military Flying Training System
- Providing 32 aircraft to deliver 28.000 flight hours per year over 17 years
- From 1977 to 2033: on course to provide more than half a century of UK military flight training aircraft
- Partnering with the MoD to meet their demanding efficiency, performance and availability requirements
- Delivering to the Airbus standard of excellence
- Supporting UK critical services with helicopters flown in police, air ambulance and energy sectors
- Investing in UK skills, technology and economy as part of Airbus Group, the UK's Aerospace Champion



Important to you. Essential to us.

 **AIRBUS**
HELICOPTERS

YOUR BEST DEFENSE

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.
Tiger – Deploy the best.

FIRST TO FIGHT



Important to you. Essential to us.



FIGHT LIKE A TIGER

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.
Tiger – Deploy the best.



Important to you. Essential to us.



Eurocopter – ad recall/readership

FLIGHT
INTERNATIONAL



Page 35
Right Hand Side
3 insertions
(in the last 3 months)

Ad recall = 80%
(Issue average recall = 76%)

*Ad readership = 57%
(Issue average readership = 45%)

* Ad readership equals the amount of advert read either thoroughly or partially

Analysis

This full page inclusion for Eurocopter has achieved scores for recall (80%) and readership (57%) which are above the averages of those assessed within the 3rd July issue of Flight International.

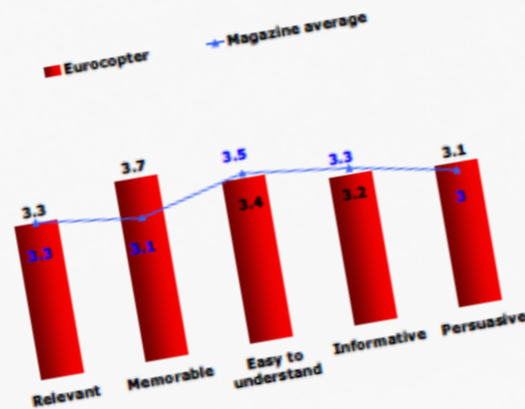
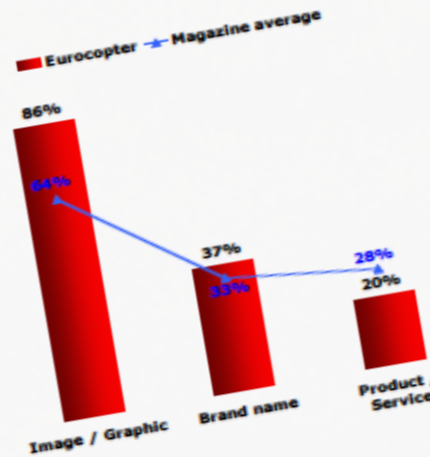
The 'image/ graphic' (86%) element of this creative has been most influential in attracting readership towards this advertisement, supported by robust recognition of the 'brand name' (37%) and the clarification of product/ service' (20%) offered.

Verbatim comments (page 13) have commended the clarity of the adverts message, the eye catching and exciting image/ graphic and its effectiveness in portraying the link between 'technology' and 'innovation'. Some readers have questioned the relevance or suitability of the image/ graphic to the product/ service. For future campaigns, consider increasing the size of the supporting copy and including a QR code or website address to alleviate these concerns.

Performance across the diagnostic measures has been in line with issue averages. Perceptions are highest in terms of the advert being considered 'memorable' (3.7) and 'easy to understand' (3.4).

Issue: Flight International – 3rd July 2012

Fusion Communications



12

Advertisement rating – Memorable

FLIGHT
INTERNATIONAL



Scores are average of 1
(Definitely does not
apply) to 5 (Definitely
applies)

39

Fusion Communications

Important to you
Essential to us

Think
Airbus Helicopters



Airbus Brochure003

Be the benchmark of
the Helicopter industry

Our mission is to bring our customers the most effective solutions so that they can serve, protect, save lives, and transport passengers in complete safety. Our top priority is for our customers to succeed in their missions, relying on our most competitive solutions.

Equally, this means adapting ourselves through technological innovation, focused above all on quality and safety for men and women who fly in their helicopters. Airbus Helicopters is undergoing a profound transformation, with our future products being among the tangible signs. The latest addition in our range, the H160, is an important milestone in our transformation and represents a step forward on our path towards excellence.

Our teams are working to make Airbus Helicopters reach the level of excellence that its customers expect, and to make it the benchmark of the Helicopter industry.

Guillaume Faury

Guillaume Faury
President & CEO Airbus Helicopters



Airbus Brochure004

With you,
wherever you are

You come first, above all else

Customers are at the center of Airbus Helicopters' world, from the safety of the helicopters we make, to the quality we build into them, to making sure they're yours at the most competitive price on the market. We put our clients first, whether it be through expanding our worldwide service base or making certain our products meet and exceed your needs. This is more than just a commitment; it's the way we're transforming our business, and it's the way we're meeting your expectations head-on. Because only when customers are satisfied, can we claim to be the benchmark for excellence in our industry.

Close to clients around the world


Airbus Helicopters places a premium on providing responsive, quality services and support in close proximity to clients' locations. At our 29 customer centers and participating facilities around the world, our staff and technicians see to clients' needs, questions, and emergencies. We are available at all times, whether it's through one of our four customer service centers, open 24/7, or through a face-to-face exchange with any of 140+ technical representatives based abroad. The difference this makes is clear: getting answers fast, having factory support on your doorstep, having a direct link to our teams of experts. With a presence around the world, around the clock, the proof is there: we're with you, wherever you are.



Airbus Brochure006


Military

More than 160 armed forces worldwide place their trust in Airbus Helicopters' rotorcraft to protect people. Airbus Helicopters is committed to serving the wide array of military operational needs, and its aircraft are specially adapted to outperform in all types of military missions, including Armed Scout, Utility, Attack, Naval, Maritime and Special Operations. Airbus Helicopters is one of the world's largest suppliers of advanced military helicopters.




Airbus Brochure007

Bringing you the most effective solutions



Airbus Brochure008


Bringing you the most effective solutions

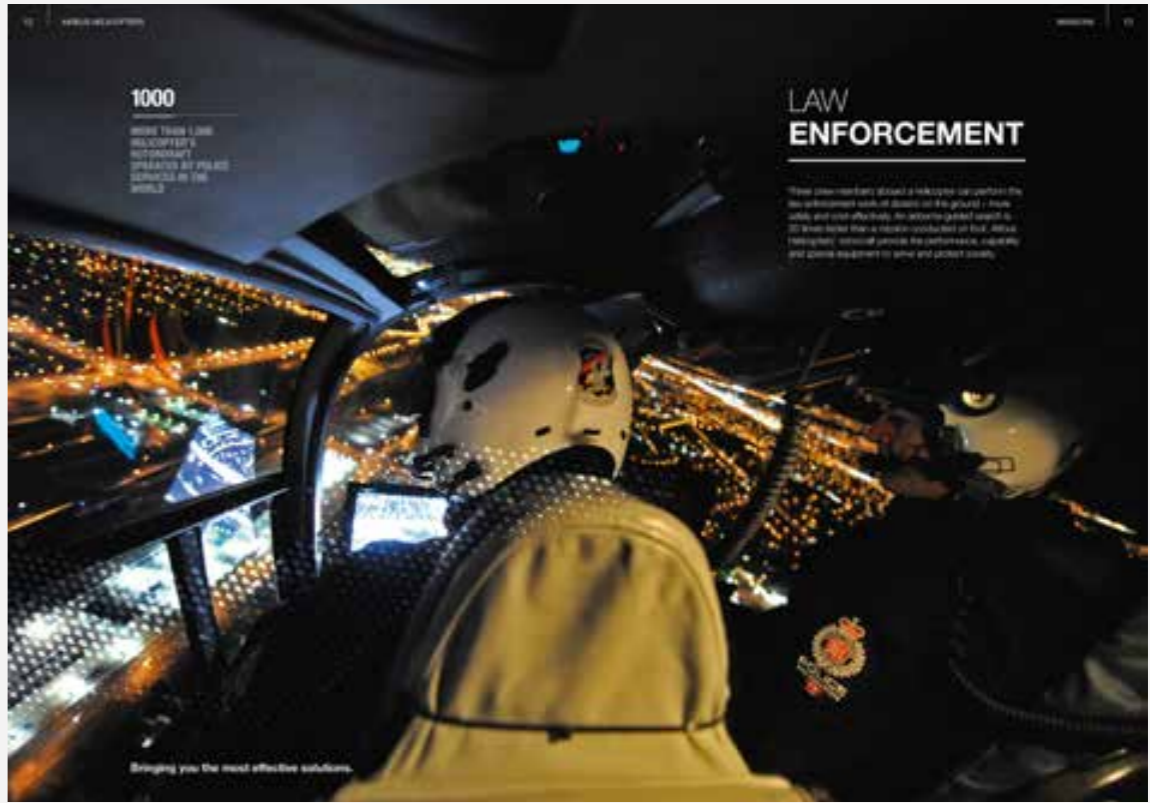
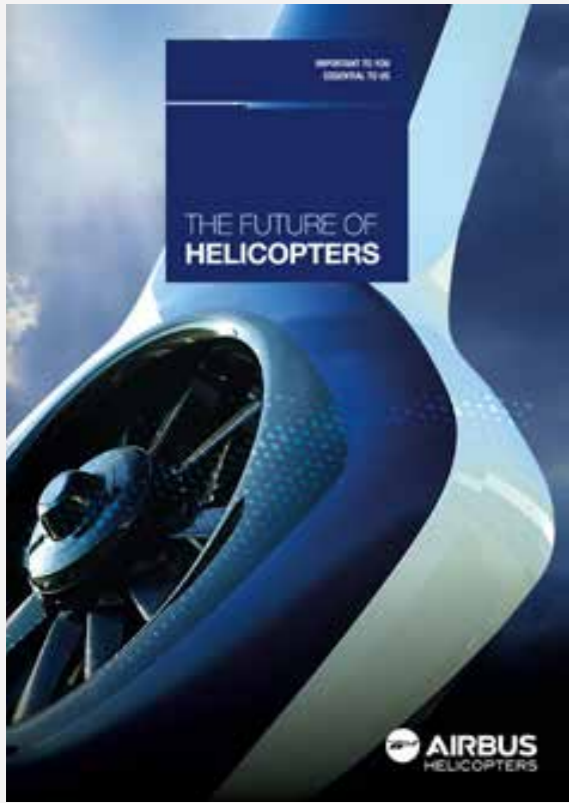


Airbus Brochure009

Oil & Gas

For more than three decades, Airbus Helicopters has been a leading partner to petroleum and gas companies, offering a winning combination of high technology, simplicity, reliability and safety that makes the rotorcraft particularly suited for both offshore and overland operations.





THINK BUSINESS

Das Beste für Ihren unternehmerischen Erfolg.
Mit Hubschraubern von Airbus Helicopters
fliegen Sie nicht nur schneller und sicherer,
sondern auch komfortabler und zuverlässiger.
Investieren Sie in eine H135.



Important to you. Essential to us.



Airbus Helicopters vous souhaite la bienvenue
en terre d'innovation et d'excellence.



@AirbusH135
AirbusHelicopters
www.airbus-helicopters.com



Welcome Glass Vinyl

Marseille – Hall 4 – Arrivée

THINK MEDICAL ASSISTANCE

Our helicopters are a flying life support system
for paramedics and rescue services. Always
on call to reach casualties of accidents and
disasters or evacuate critical care patients.
Prescribe an EC135.



COME AND VISIT US
STAND No: J60





Enjoy your flight.



Thinking without limits



EUROCOPTER
AN EADS COMPANY





Leadership University

AIRBUS
GROUP

Serving more than 17,000 leaders across the group

Operational managers
Project leaders
Shop floor leaders
Experts
Future leaders

Serving leaders through*

Leadership courses & programmes:

865 sessions
9,000 participants

Talent programmes:
over **400** participants

More than 63,000 equivalent days of learning delivered.

Individual & team development:

700 team starters, boosters, accelerators
650 coaching sessions
1,500 facilitated 360° feedback sessions

Different solutions for leaders' needs

- Mentoring
- Team boosters
- 360° feedback
- Learning expeditions
- Think tanks
- Conferences
- Top events
- Focus workshops
- Coaching
- Leadership programmes
- Leadership courses
- Talent programmes
- Connecting events

A virtual campus accessible from anywhere
8 hubs in Europe, US and Asia
Central campus in Toulouse

A Global Presence

Developing leaders' agility

Agility with people
Personal Agility

Business Agility

Be creative
Simplify
Decide
Deliver

Be yourself
Speak up
Trust
Evolve

Enabling leaders

Connecting to the world • Leveraging our strengths • Creating business value
The Leadership University creates opportunities for leaders to reflect, connect and innovate, inspiring everyone to build long term engagement and performance.

Research and Partnerships

Cooperation with other companies and universities will ensure that leaders stay connected with latest business practices.

Toulouse Campus

13,000 sq. m
on a 4.5 ha site

2,800 sq. m
event centre

2,500 sq. m
for training facilities

Hotel facilities with
149 rooms

350 partners worldwide to create and deliver our solutions

 = 10



*Please note that the figures provided in this section apply to 2014.





designinc

Daniel Gilbert
Managing Director

t: +44 (0)1784 410380
e: daniel.gilbert@designinc.co.uk

David Parker
Branding and Marketing Consultant

t: +44 (0)1784 410380
e: david.parker@designinc.co.uk