



designinc

Aerospace & Aviation

Case Studies



Design Incorporated is an award winning integrated agency with a specialism in Aerospace and Aviation marketing.

Our clients include aircraft manufacturers including leading brands such as Airbus and Bombardier. We also work for some of the world's leading business aviation service providers such as Jetcraft, TAG Aviation and Gama Aviation. Our team include specialist marketers and creative/digital professionals whose considerable industry 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 and events such as BACA, Farnborough Airshow, 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.



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

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.

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'

 **AIRBUS**
HELICOPTERS

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 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 EC225.



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.
EC725 - Deploy the best.





BOMBARDIER

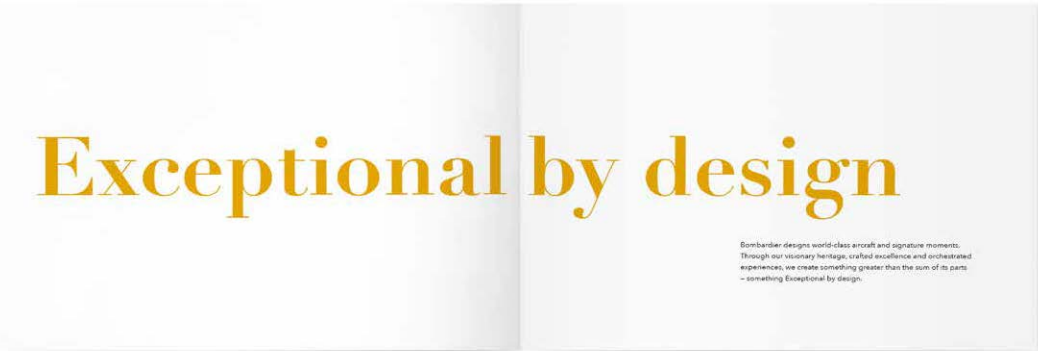
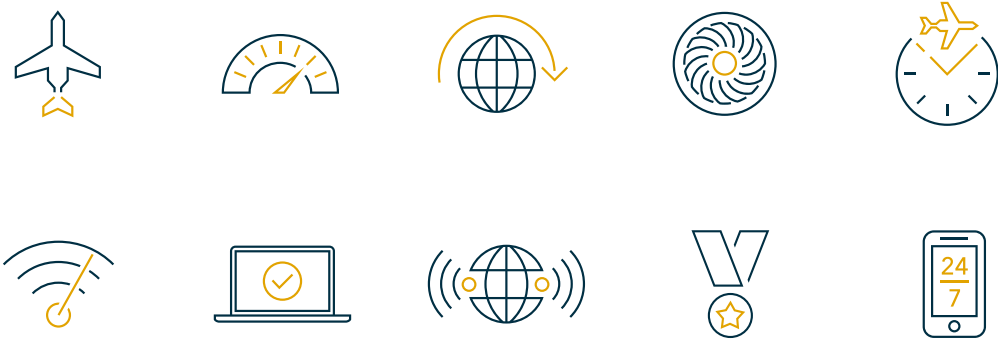
Bombardier

Design Incorporated have been working for over 20 years on 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-listers 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 twenty 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.



Global 8000

Step into a world of possibilities

The Global 8000 business jet offers industry-leading range and a cabin with three individual suites thoughtfully designed to maximize comfort and productivity.

- Industry-leading range** The fastest flying business jet ever conceived, the Global 8000 sets a new industry-leading range for long global reach.
- Tailored suites** Define your vision with an array of configurations. Rear, plans and forward wings.
- Ultimate cabin connectivity** Stay on the go. Connect, work, play, manage your mobile and enjoy the world's fastest internet connectivity around the world.
- Unprecedented city pairings** Connect to more people and places than any other private jet with the ultimate in range and short field performance.
- A visionary cockpit** Designed with safety in mind, the sleek Bombardier Vision flight deck features fly-by-wire technology with multiple warnings and protection for the ultimate in precision and control.

Performance	
Maximum range	7,300 nm / 13,631 km
Typical cruise speed	0.925 / 530 / 982
Long range cruise speed	0.90 / 516 / 955
Maximum operating altitude	51,000 ft / 15,545 m
Initial cruise altitude (MTOW)	43,000 ft / 13,106 m

Passengers: up to 16



We've spent over 50 years re-imagining private flight

A History of Ingenuity. Forever Visionary.

Our 50 years of innovation have led us to see opportunities where others see limits. A rich history of ingenuity inspires us to relentlessly reinvent and refine every detail of our private aircraft. It's just who we are.

Smooth
Ride

From
take off

To touch
down

Challenger
350

The industry
best seller

LEARN MORE →

BOMBARDIER



MEBAA 2017

BOMBARDIER

BOMBARDIER BUSINESS AIRCRAFT INVITES YOU TO

MEBAA 2017

DATE
December 6 - 8, 2017

VENUE
Dubai World Central
Static Location: A6

TIME
Tuesday, Wednesday &
Thursday 11:00 - 18:00

AIRCRAFT ON DISPLAY*
Global 6000, Challenger 650
Learjet 75

RSVP
Nour Abu Ghaida +9714 250 0181
nour.abu.ghaida@aero.bombardier.com

businessaircraft.bombardier.com

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BOMBARDIER



Global 7000

Designed to outperform

The Global 7000 aircraft connects some of the world's most expensive city pairings, including routes such as New York to Mumbai, or Sydney to San Francisco.



 **Unlocks new routes and possibilities**

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Exceptional by design


BOMBARDIER


Bombardier Global 7000 and Exceptional by design are trademarks of Bombardier Inc. or its subsidiaries. © 2017 Bombardier Inc. All rights reserved.

Global 7000

A cabin designed around you

Uniquely designed and personalized around you, the Global 7000 business jet is an extension of your home and office, giving you the freedom to effortlessly travel wherever life takes you.



 **Connectivity that's uniquely Global**

Stream HD content, watch a game, and enjoy aviation's fastest internet connectivity around the world.

Exceptional by design


BOMBARDIER


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Global 7000

What dreams are made of

Available with an unprecedented array of furnishing options as well as the industry's only true stand-up shower in the adjoining En Suite.



 **Smooth ride**

An aerodynamically advanced and exceptionally well-engineered wing design delivers a smooth, comfortable ride.

Exceptional by design

BOMBARDIER

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Gama Aviation 



Intelligent Aviation Marketing for global solutions provider

For a 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.

of 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 was 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



NORTH & SOUTH AMERICA CHARTER FLEET			MIDDLE EAST CHARTER FLEET		
Global Express	Teterboro, NJ	11	Challenger 604	Sharjah	10
Global Express	Hartford, CT	12	Legacy 600	Abu Dhabi	13
Global 5000	Teterboro, NJ	11			
Global 5000	Palm Beach, FL	10			
Gulfstream 550	San Diego, CA	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 604	St Louis, MO	8			
Challenger 604	St Louis, MO	8			
Challenger 601	Teterboro, NJ	11			
Falcon 2000	Teterboro, NJ	9			
Falcon 2000LX	Teterboro, NJ	11			
Falcon 900B	Oxford, CT	11			
Learjet 60	Bridgeport, CT	7			
Learjet 45XR	St Louis, MO	8			
Citation II	Bridgeport, CT	8			
Citation Encore	Palm Beach, FL	7			
Citation Sovereign	Teterboro, NJ	8			

USA charterusa@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
Wollsdorf Leather

Flitetec
Aircraft Components &
Equipment Supplies

Spectech
UK | France | USA

Life & Support

STAG
GROUP

Supply Chain Services

DLF & Kitting
KANBAN with RFID
Critical Spares
Contract Solutions
Distribution
Obsolescence
Solutions
Repair & Overhaul
AS/EN9120:2009 Rev A
ISO9001:2008



Stag Group

Thrulife Aviation Marketing through Design Inc

The Farnborough Airshow 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.

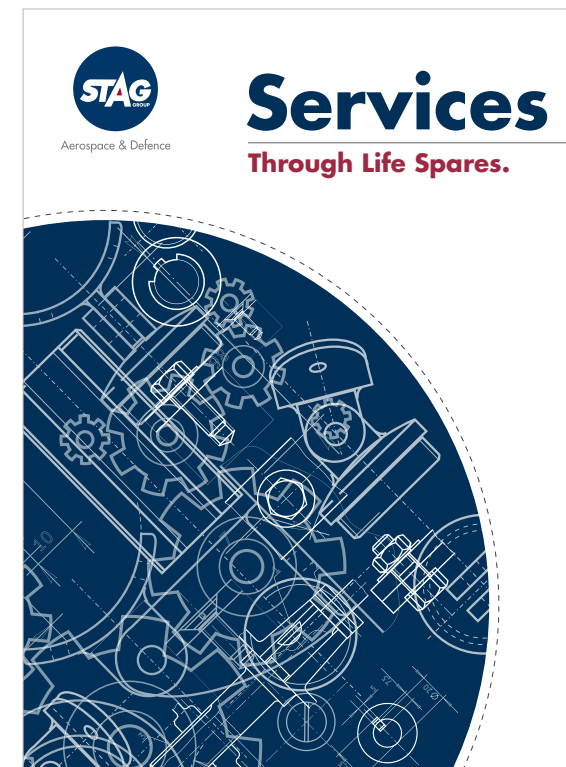
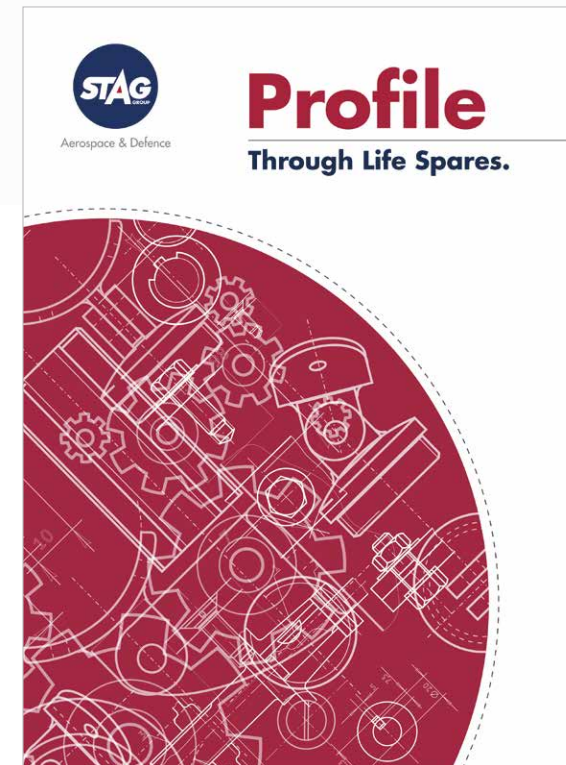
The international aviation and defence group comprising Spectech, Comfast, Arnold Wragg and Aircraft Components & Equipment Supplies is a leading aviation spares supplier; providing design, manufacture, distribution and services based solutions.

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.





A REFLECTION OF EXCELLENCE

TAG Farnborough Airport
Design and people working beautifully together
The purpose-built airport for BUSINESS, for PRIVACY, for LONDON
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.

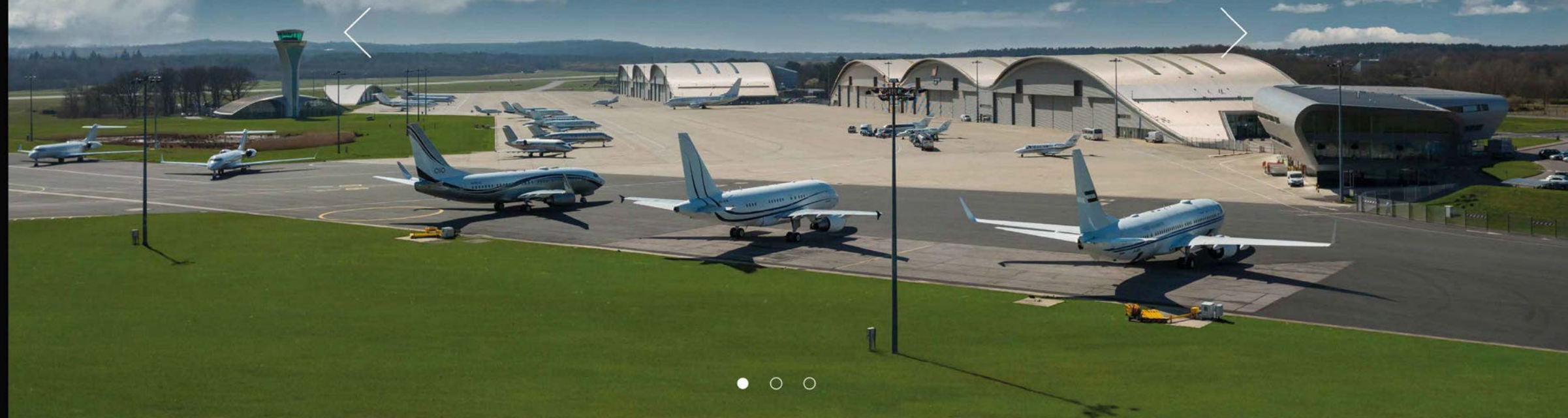
www.designinc.co.uk



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DEDICATED EXCLUSIVELY TO BUSINESS AVIATION

The most modern airport of its kind offering a 5 star service with no compromises.



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Vertis Aviation

Vertis Aviation

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

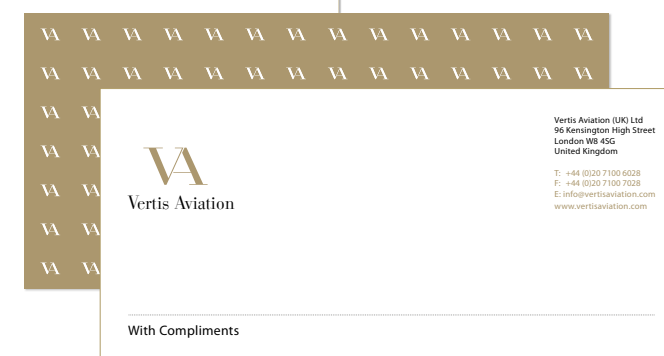
To mark Vertis Aviation's second anniversary of successful trading the boutique private aviation solutions provider asked us to redevelop our original website design. This new website needed to be a significant move forward from the original version, not just in terms of raising the game with unique 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.







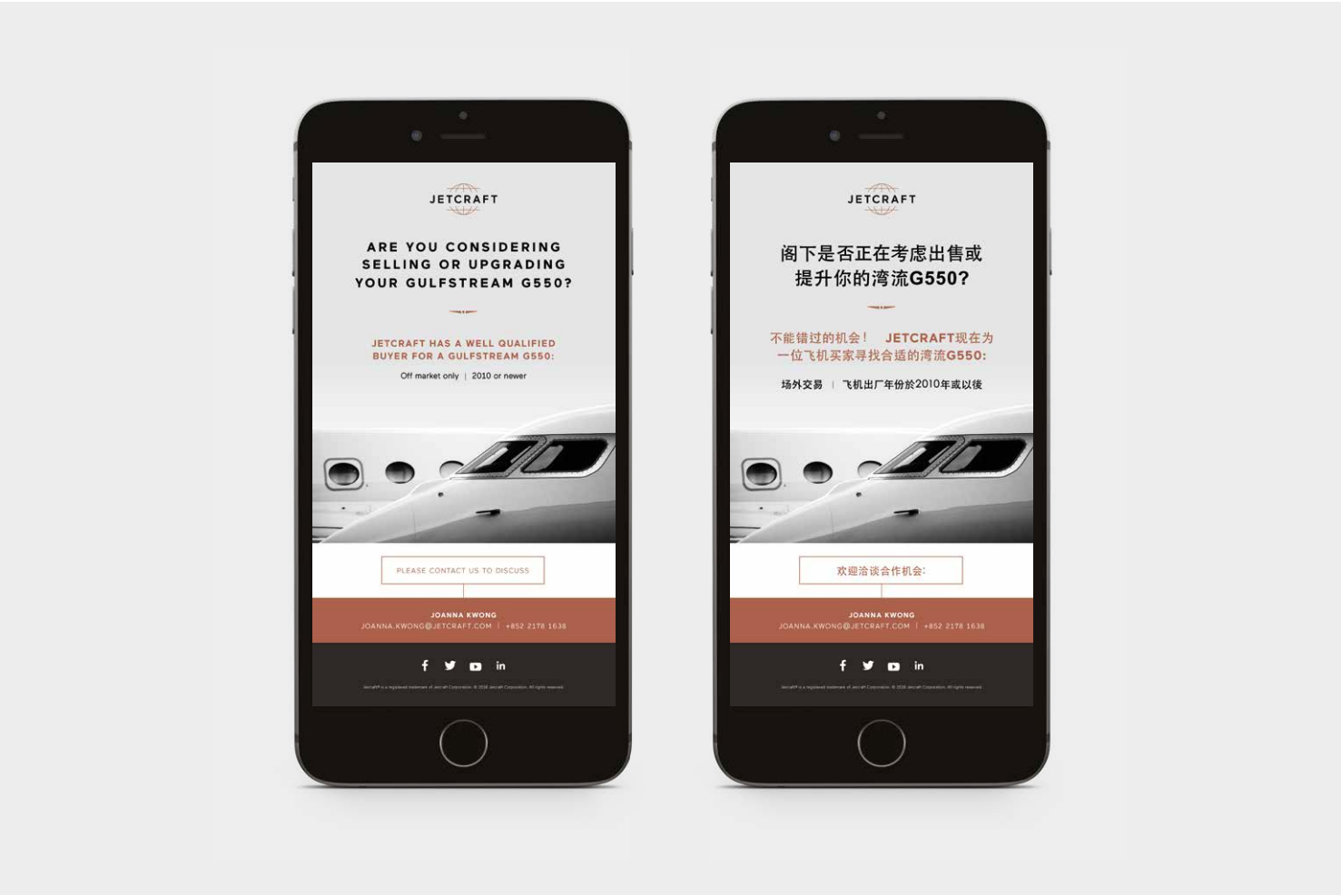


Jetcraft

For more than 50 years, Jetcraft has been finding the right buyers for pre-owned aircraft, the best terms for new aircraft buyers, and the best deals for aircraft sellers.

Jetcraft services also include custom aircraft solutions such as the Jetcraft-ed™ guarantee that the aircraft customers purchase meets Jetcraft's exacting standards for quality, maintenance, capability and performance. Our avionics subsidiary, Jetcraft Avionics, offers all-new EFVS retrofit solutions for acquisitions to ensure all new owners have the best in real time situational awareness instrumentation available anywhere in the world today.

Design Inc supports Jetcraft by rolling out its global rebranding with tactile assets in print, immersive experiential and e-marketing with cut-through. All designed to set Jetcraft apart and create a strong point of difference.





iflybluesky

COSTA RICA

A new commercial airline based in the Cayman Islands whose primary objective is to interconnect the Caribbean and Latin America region.

San Jose Costa Rica

BlueSky
AIRLINES

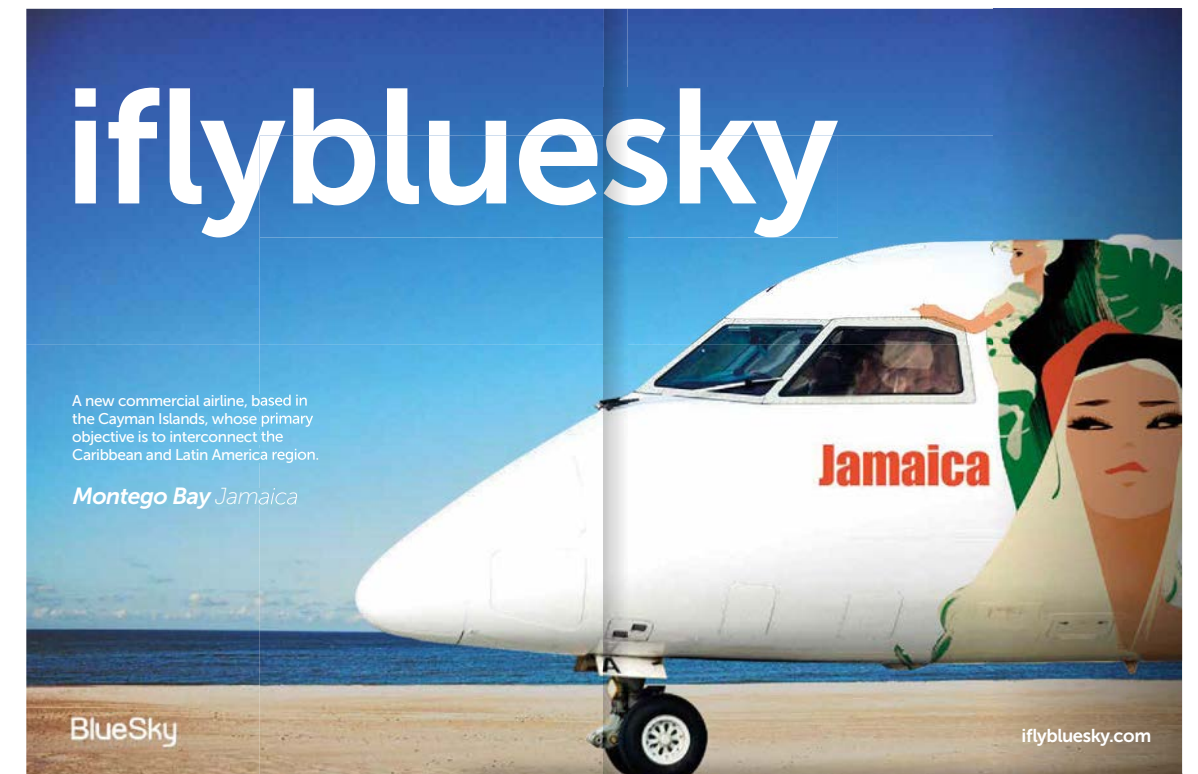


BlueSky Airlines

Cayman Island based regional carrier BlueSky Airlines who are opening up new routes around The Caribbean and Latin American regions later this year approached Design Inc recently as they were looking for a remote turnkey marketing provider.

Coincidentally the airline is flying Bombardier Q400 turboprops. You may have noticed that Bombardier is a key long-term client of Design Inc! We have put together some creative concepts for brand building advertising campaigns. One of these is shown below and features proposed use of striking aerial photography to promote the many different experiences that can be easily reached through BlueSky Airlines scheduled flights around the Grand Cayman hub - without the need to fly via Miami - which is the case for many of the planned routes at present.

BlueSky
AIRLINES



MAGNUS
AVIATION

CHARTER



Magnus Aviation

Rebranding upgrade for jet charter business

We have now completed the rebranding upgrade for business aviation charter broker Magnus Aviation. Their new website is now live and showcases the complete redesign and reinvention of the brand. According to Jodi Fisk Magnus Aviation's Head of Charter: "We began our rebranding journey by getting everyone onboard with our new business model, then came the proposition, positioning and finally the brand. Now Magnus Aviation is fully equipped to go to market as a full-service charter solutions provider for corporate customers as well as private clients."

As a result of the rebranding upgrade we developed a new corporate identity, fresh imagery and messaging

for the Luton based Magnus Aviation. As well as the fully responsive website with content that is both optimised for natural search and supported by an ongoing adwords campaign, the new integrated brand has been developed across all their social media, digital communications and also into stationery and print.

Magnus Aviation celebrated its second anniversary in 2015 and it was at this key milestone that the company had always planned to step up investment in the brand platform and proactive channel marketing. Magnus Aviation has recently moved to larger offices to accommodate their fast growing team.





Acropolis Aviation

Acropolis Aviation was established to offer discreet bespoke aviation services by a small committed team of professionals, centered on the operation of their Airbus ACJ319.

Operating under a UK Civil Aviation Authority EASA Air Operator Certificate, Acropolis Aviation also holds an US FAA Part 129 which allows them to conduct commercial services to, from or within the United States of America. They are also an approved member of the US Visa Waiver Program and a

licensed Canadian Foreign Air Operator. Design Inc supports Acropolis Aviation with digital and print collateral. As with many of our clients Design Inc provides CRM support at major exhibitions and events.

ACROPOLIS AVIATION

Airbus ACJ319

The ultimate aircraft for luxury charter

Airbus ACJ319



Registration	G-NOAH	Communication	Rockwell Collins WPM and StaffPhone
Range	10 hours 30 min	Entertainment	Rockwell Collins Skybox
Passengers	19 (sleeps 13)	Max speed	475 knots/hour
Baggage capacity	60-80 pieces	Max Altitude	41,000 feet
Crew	4 (2 flight deck / 2 cabin crew, 1 engineer)	Cabin length	25.18 meters
Manufactured	March 2009	Cabin height	2.15 meters
Operations	March 2010	Cabin width	3.70 meters
Home base	Farnborough, UK		

Day configuration (19)



Night configuration (13)

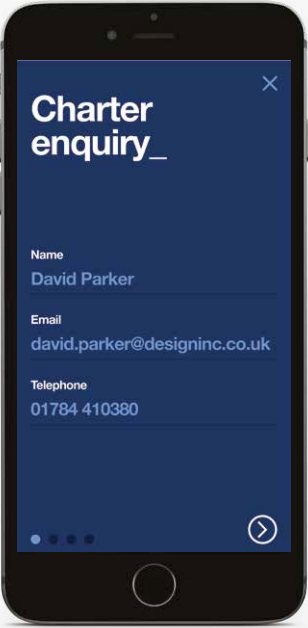
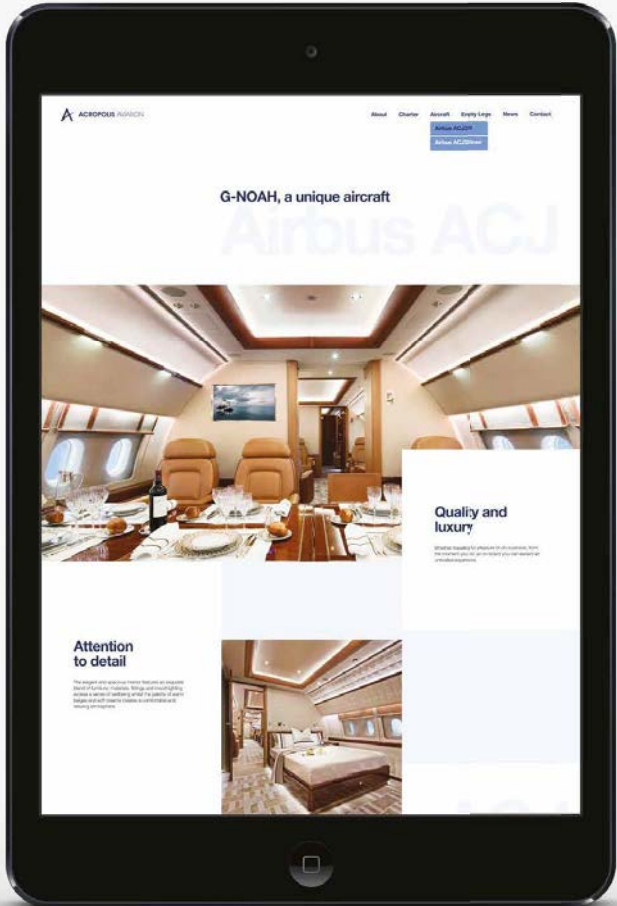


Certified for ETOPS 180 minute operations and approved for Low Visibility CAT 3A Landing Minima. Approved member of the US Visa Waiver Program and a Licensed Canadian Foreign Air Operator.

ACROPOLIS AVIATION

ENBR EBAW

Tel: +44 (0) 1252 526530 Email: charter@acropolis-aviation.com acropolis-aviation.com





A F F I N I T Y

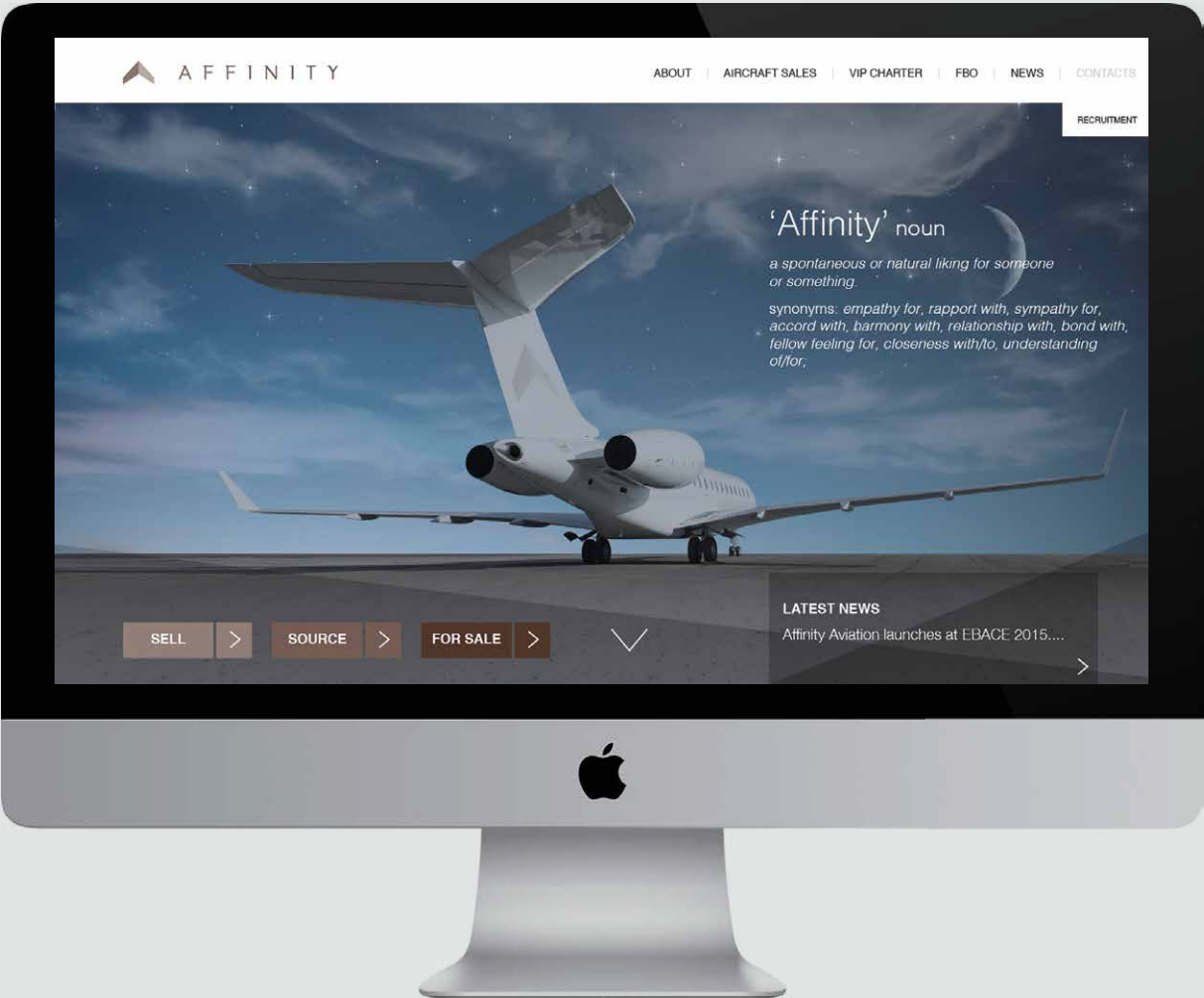
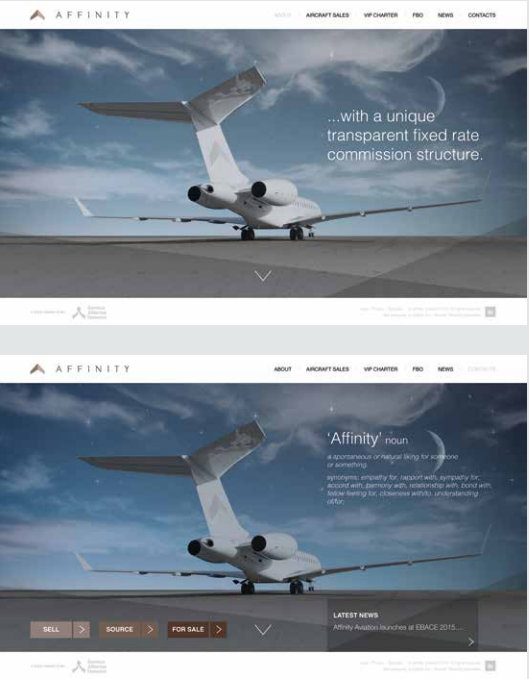
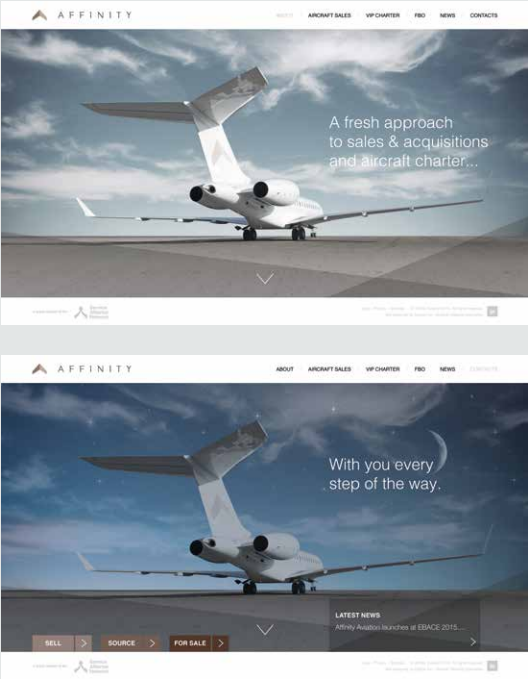


Affinity Aviation

Imagine an aviation business based on transparency and clarity. You have pictured Affinity Aviation.

The principals have created a unique and straightforward 1-2-3% commission structure of charges for all transactions. Their philosophy is built on a deep knowledge of the global business aviation market and a clear understanding of what clients are looking for from their sales agent. Affinity Aviation is the vision of trusted professionals, each of whom

would be personally managing clients' business aviation transactions and critically, they'll stay with them every step of the way. Design Inc supported the launch of Affinity Aviation at EBACE 2015 with branding, website design and build, the launch event and PR.



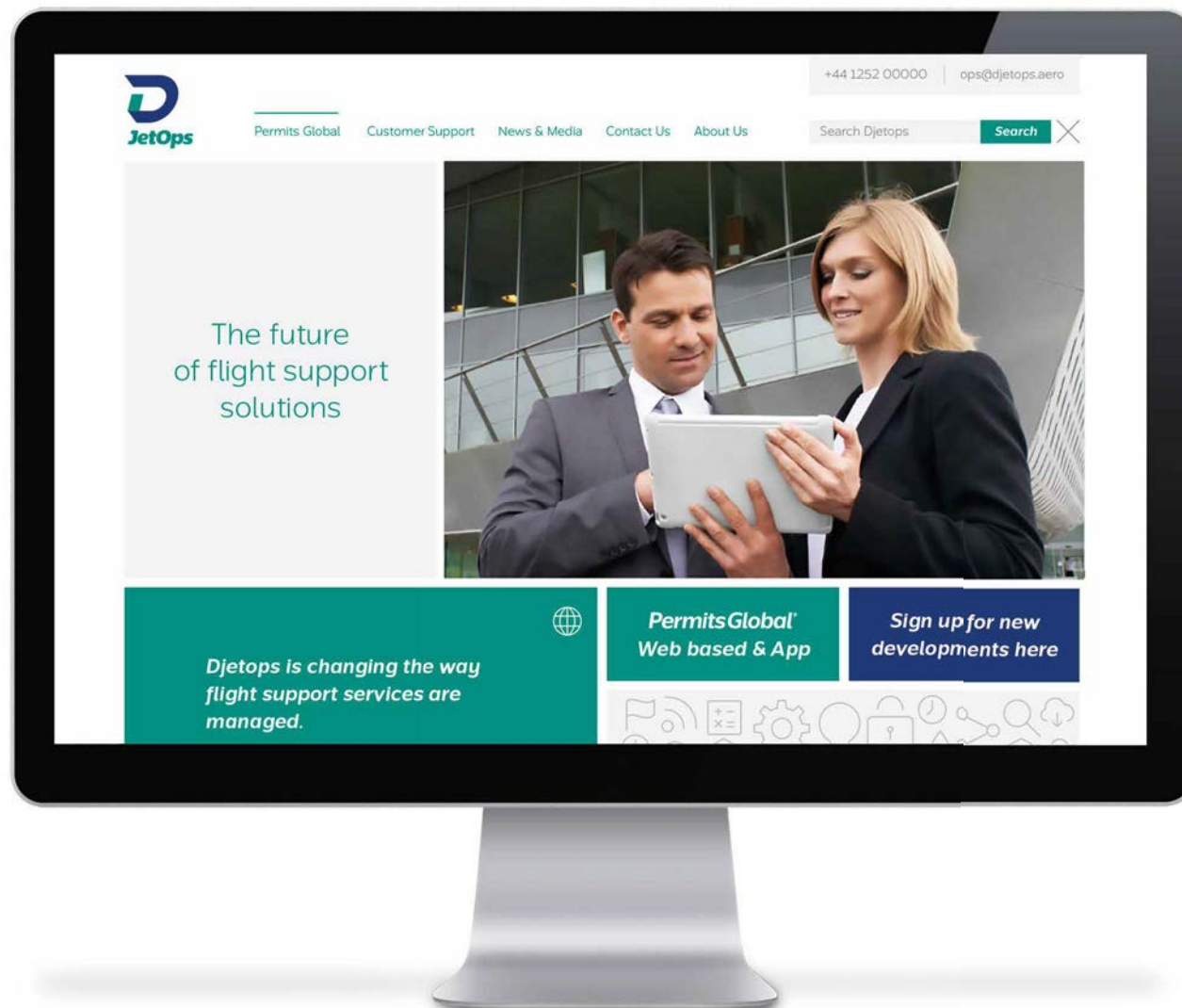


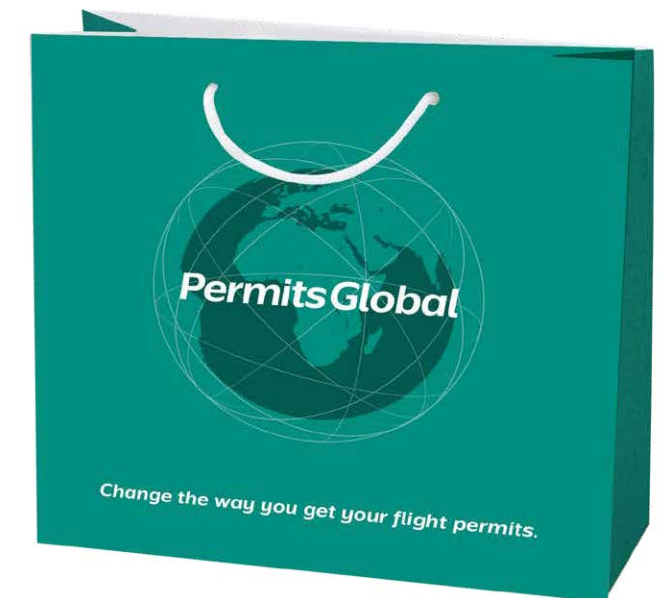
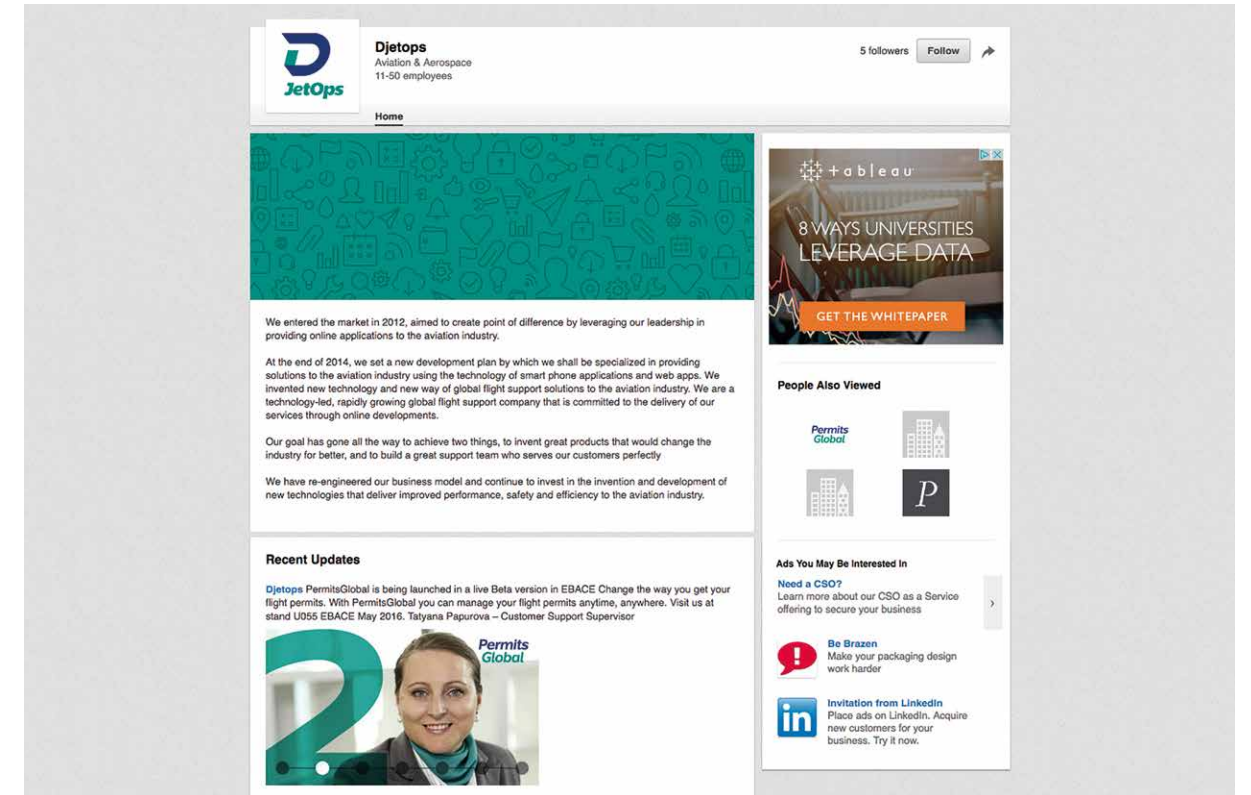
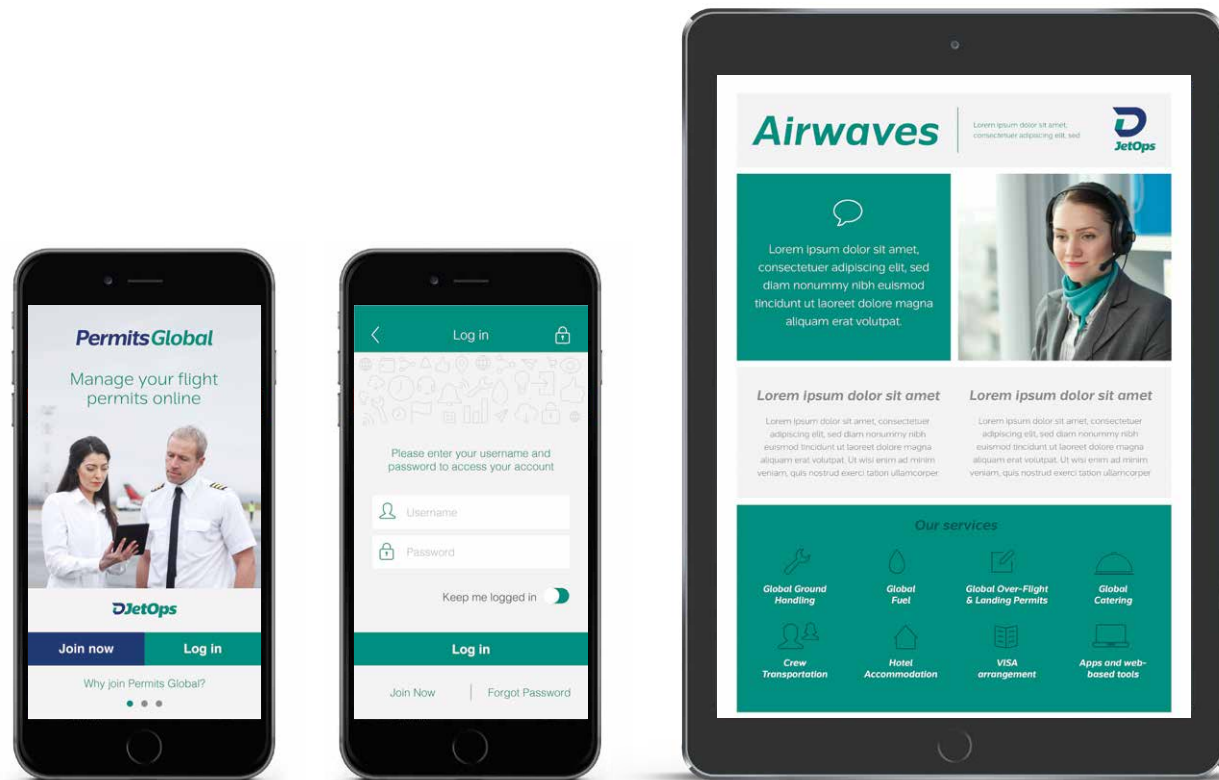
Djetops

Djetops is committed to developing web-based products that will change forever how flight support services are managed.

Giving users fast, efficient and robust functions that put them in control, whenever and wherever they are. The first of these is Permits Global. Designed around a wish-list of all the permit application needs and wants. In bringing Permits Global to market Djetops has partnered with Palm Aviation FZCO, Flight Global and Air Data to bring users an accessible, accurate,

efficient and cost effective online service. Once customers have tried Permits Global they will never want to go back to the old way. Ever. Design Inc is supporting Djetops with a complete integrated design service – digital, brand development, traditional media and experiential.







The Air Law Firm

A boutique aviation law practice

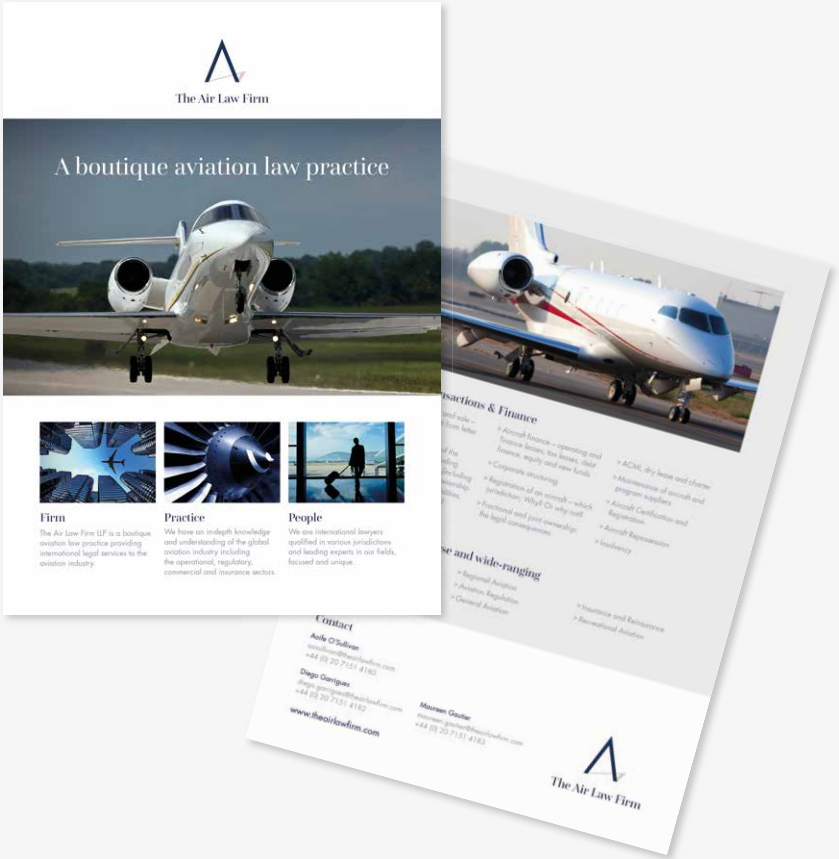
The Air Law Firm

The Air Law Firm LLP is a boutique aviation law practice providing international legal services to the aviation industry.

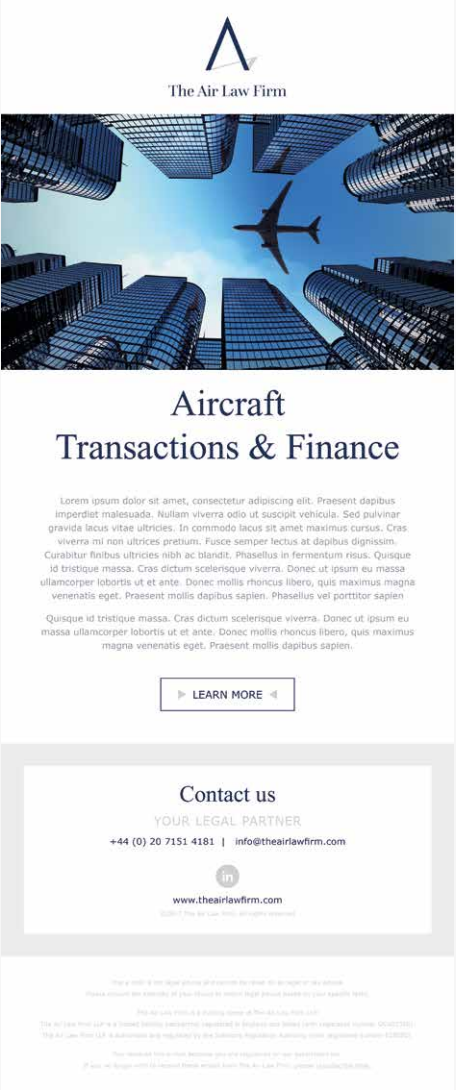
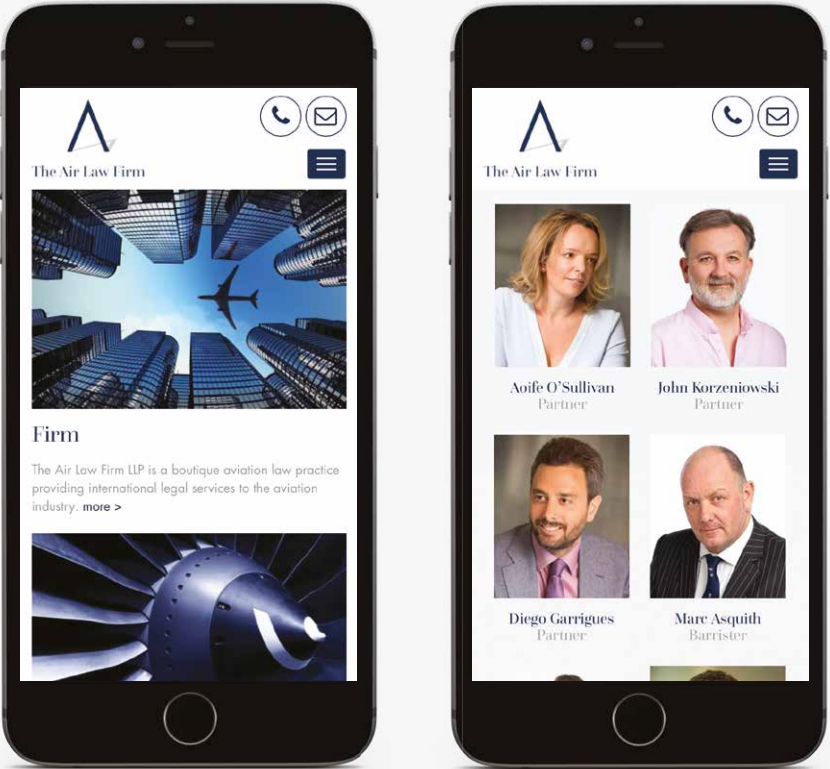
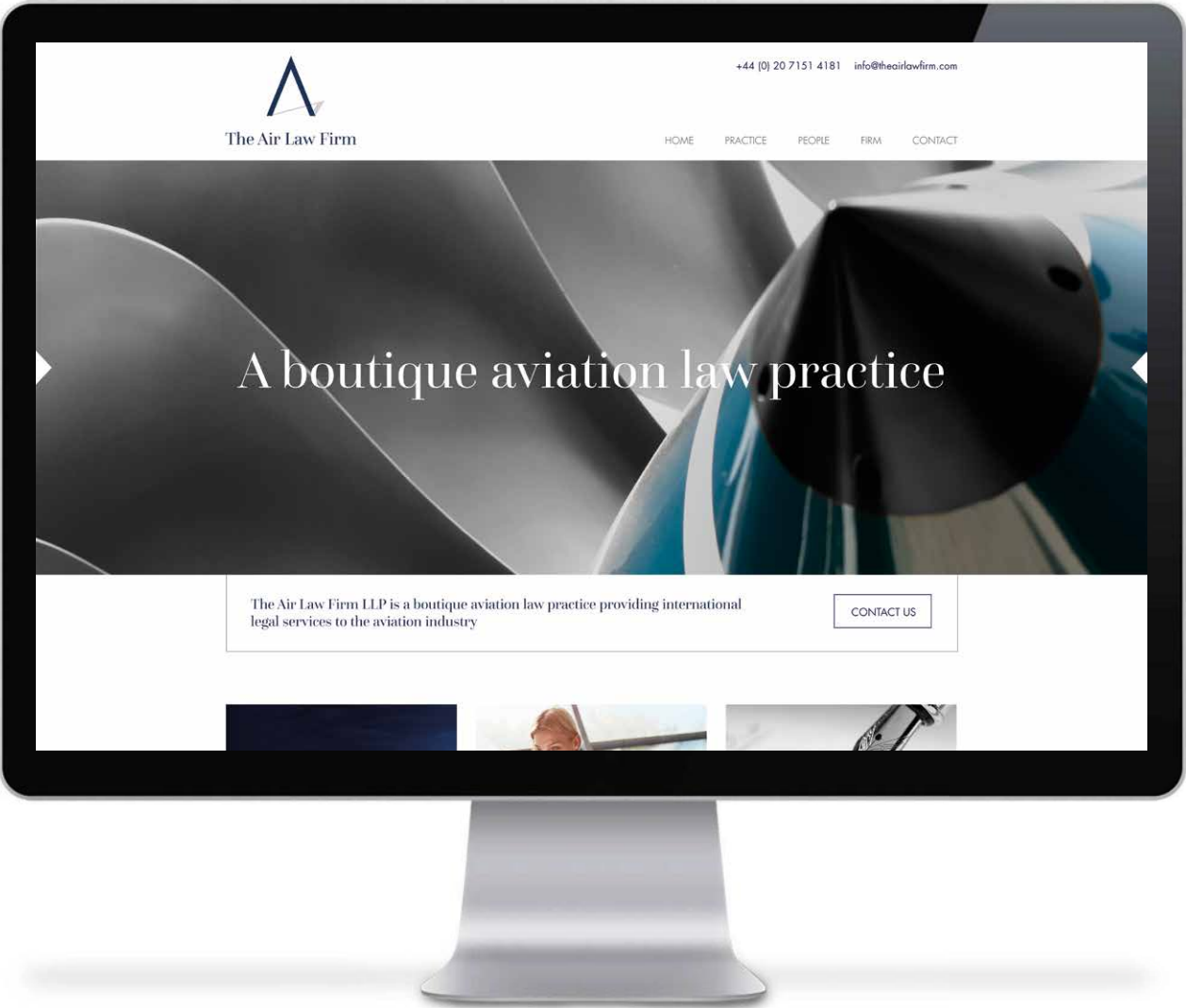
The company offers a bespoke and focused service from an agile and responsive team who can react quickly to the changing demands of clients' business environments.

Design Inc have been supporting The Air Law Firm since their launch and we have provided the company with corporate identity and a range of integrated

brand assets including stationery, the content managed and responsive website and other digital marketing and traditional promotional collateral. We look forward to continue to work with this highly successful niche business.



The Air Law Firm



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

The Design Inc team have spoiled us, including parting waters and other miracles to make our journey easier. It's been a great blessing to have their partnership – a valuable extension of our team.

Christie Martin-Gray, Brand Director at Jetcraft

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 Inc 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?

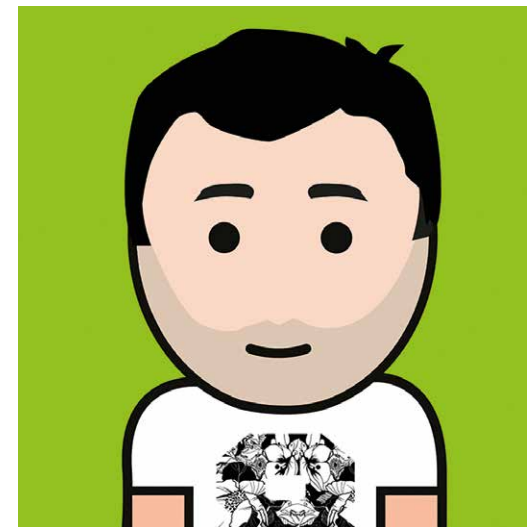
Everything! But mainly account direction for our big name clients in private aviation. Of course I also monitor the development of new opportunities in other market areas too. For all our clients I aim to combine the strategic with the creative and practical to deliver effective marketing online and 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, maintenance, 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 Goldring
Creative Director
paul@designinc.co.uk

You will be working across all of our clients' business providing integrated campaigns – are there any areas you are particularly looking forward to? Branding, advertising, digital or literature design?

Looking forward to getting stuck into a branding project and developing this through print and web.

All the other team members at Design Inc each have unique areas of commercial experience gained outside marketing and design before joining the company – these can vary from the sublime to the ridiculous. What are the unique experiences you will bring to the mix? Any good anecdotes?

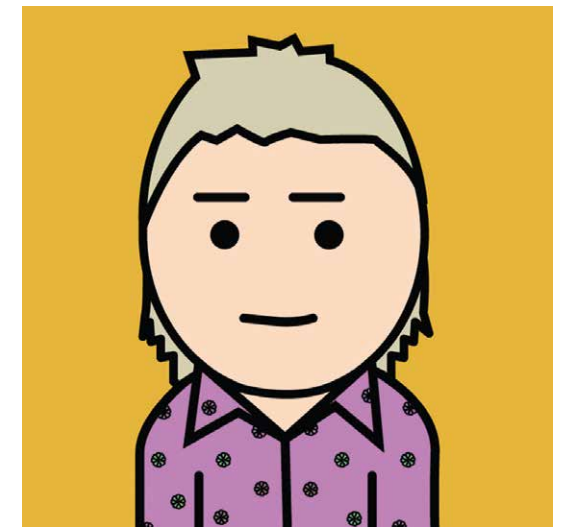
I worked in many strange places whilst studying for my Graphic Communications course, killing trout was probably the most bizarre!

When you are not creating challenging concepts for Design Inc clients what do you like to do?

Having two teenage daughters keeps me quite busy but I escape the hissy fits and dramas by chilling at music festivals and attending breakdance events.... this doesn't make me a cool dad apparently!

And finally, as an alternative to astrology at Design Inc we believe you can often get an insight about someone from the song that was number one on the day they were born – go on enlighten us?

Johnny Nash - Tears On My Pillow



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



Twin Jet

Branding, Advertising, CRM, Digital, Literature, Experiential



JSSI

Digital



Ontic

Digital



Tracware

Advertising, CRM, Digital, Literature



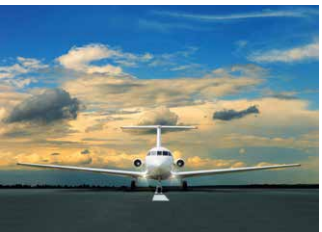
Airops Software

Advertising, Digital, Literature, Experiential



Aviation Club

Digital



Baltic Air Charter Association

Literature



Stag Aerospace

Branding, Advertising, CRM, Digital, Literature, Experiential



TAG Aviation

Advertising, Digital, Literature, Experiential



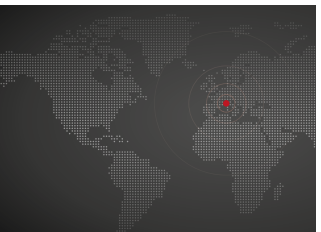
The Charter Company

Advertising, CRM, Digital, Literature



Crown Jets

Branding, Stationery, Website



NewJet

Advertising



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



Jetcraft

Advertising, CRM, Digital, Internal Communications, Experiential



iflybluesky

Advertising, Digital, Literature, Experiential



Magnus Aviation

Advertising, Digital, Literature, Experiential



Acropolis Aviation

Advertising, Digital, Literature, Experiential



Flight Data Services

Branding, Digital



Gama Aviation

Advertising, CRM, Digital, Literature, Experiential



NVH

Branding, Digital



SkyJet International

Branding, Advertising, Literature, Video



Affinity Aviation

Advertising, Digital, Literature, Experiential



Djetops

Advertising, CRM, Digital, Internal Communications, Experiential



The Air Law Firm

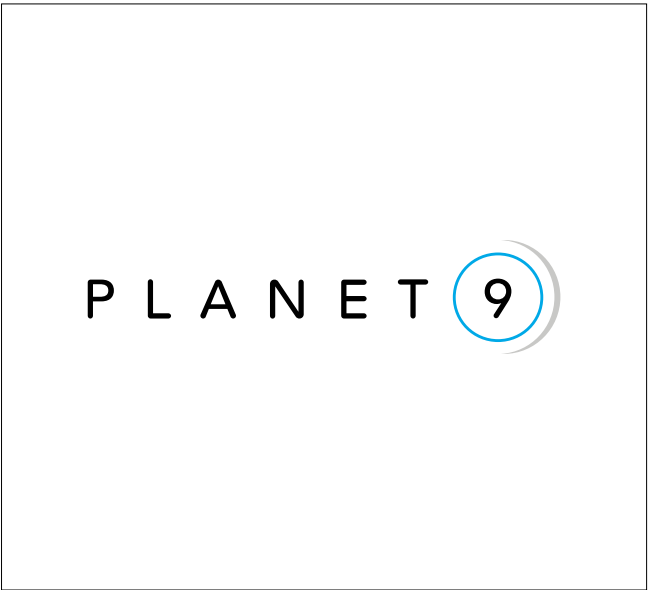
Advertising, CRM, Digital, Internal Communications, Experiential



Cargo Logic Air

Advertising, CRM, Digital, Internal Communications, Experiential

Aviation brands
we have created





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