



AVIATION TRIAD

NEWS
2
WFMY

Objectives



- **Advance awareness** of aviation, aerospace and advanced manufacturing jobs, training and future
- **Connect** potential pool of talent with education and workforce development already underway
- **Promote** the Piedmont Triad's aviation sector through a compelling branding campaign to reach multiple audiences through television and targeted digital platforms
- **Partner** together to target military personnel across the country to connect them to the aviation jobs and education available here in the Triad

Targets



Students

High School
Middle School
Earlier?



Influencers

Parents
Teachers
Counselors



Decision Makers

Business Leaders
Young Professionals



Job Seekers/Military

Unemployed
Looking for change
Returning Military



Partners



On-air Elements



❑ Kickoff Special:

Aviation: Taking Off in the Triad

Documentary-style news special highlighting the region's growth in aviation

- ✈ *Viewed by over 82,000 households in the Piedmont Triad*
- ✈ *Aired morning and primetime on GCSTV (100+ times over 4 months)*

❑ Video Branding Campaign

"Aviation Thrives Here, So Can You"



- ✈ 1138 TV commercials (15, 30, and 60 sec) have aired on WFMY News2
- ✈ 1.3 Million Triad Adults 18+ were reached (94%) with 37 million+ impressions
- ✈ 1009 bonus spots have run on WFMY 24 Hour Weather Channel
- ✈ 1699 "Aviation Update" 1:00 vignettes (Education & Industry partners)
- ✈ 97 commercials Wyndham/Friday Football Fever/ACC & NCAA Basketball/NFL/Panthers



On-air Creative

Aviation Triad :30 Testimonials

This is one of four
:30 Aviation Triad
commercials



We also run
multiple :60
partner updates

Digital Elements



- Custom Website: <http://www.aviationtriad.com/>
- Digital Search Ads (Geographically Targeted)
- Behaviorally Targeted Display Ads
- Search Engine Optimization
- Social Media Engagement



Digital Stats

WEBSITES	52,365 VISITS	00:01:42 AVG. TIME ON SITE 2.42 PAGES PER VISIT
SOCIAL MEDIA MANAGEMENT	1,448,364 REACH	12,130 ENGAGEMENT 4,877 AUDIENCE
SOCIAL ADVERTISING	1,351,103 REACH	18,109 CLICKS 2,030,129 IMPRESSIONS
SEO	29,635 ORGANIC VISITS	56.44% ORGANIC VISITS 00:02:00 ORGANIC AVG. TIME ON SITE

**Google Analytics: Aug 28, 2014 – Jan 16, 2016*

Extended Reach Network

Objective

- Drive awareness to the education/training and job opportunities for aviation companies in Piedmont Triad

Behavioral Targets

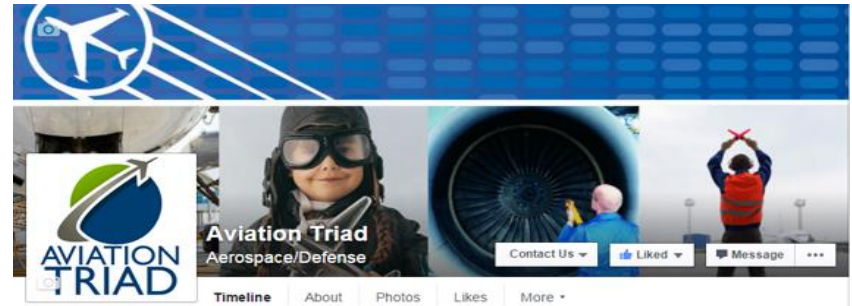
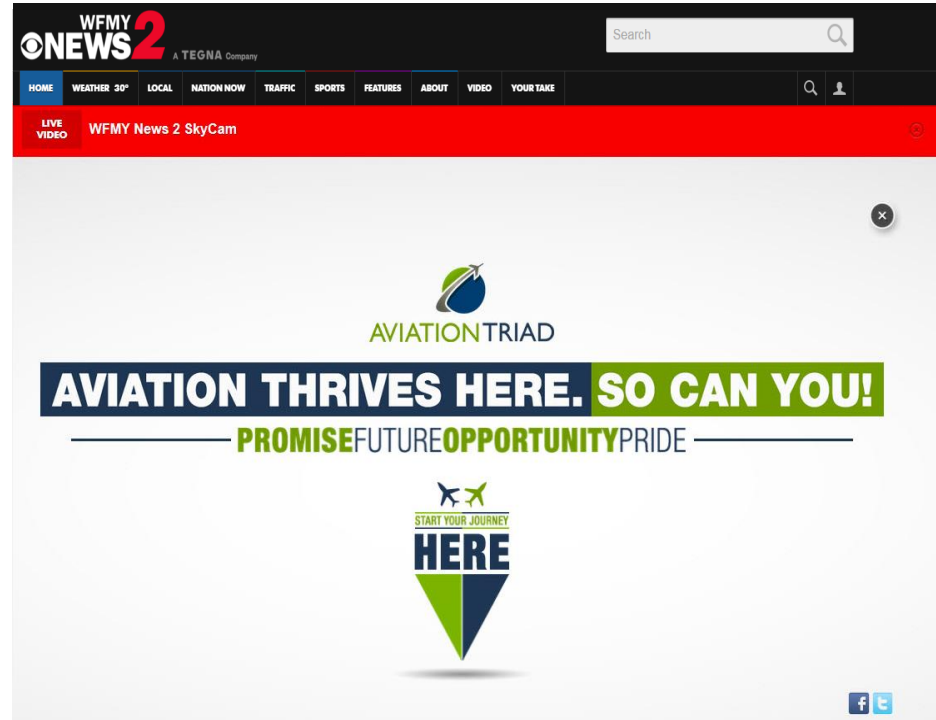
- Completed high school
- Technology and computer enthusiast
- Transportation and logistics expert
- Pilot / Interested in airplanes
- Involvement in the Military (Air Force, etc.)

Regional Targets

- Greensboro/Winston-Salem DMA
- North Carolina – State
- Seattle, WA - City
- Wichita, KS – City
- Military Bases



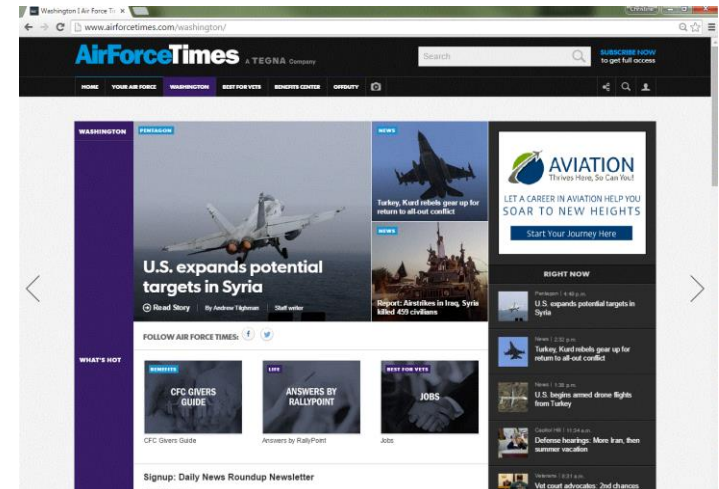
Digital Creative



Military Times Partnership

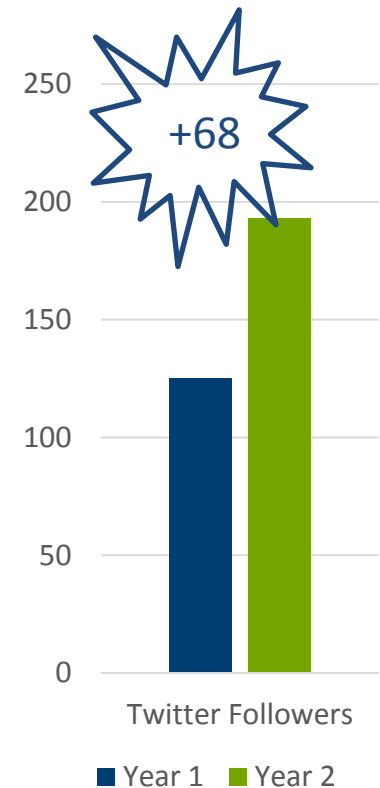
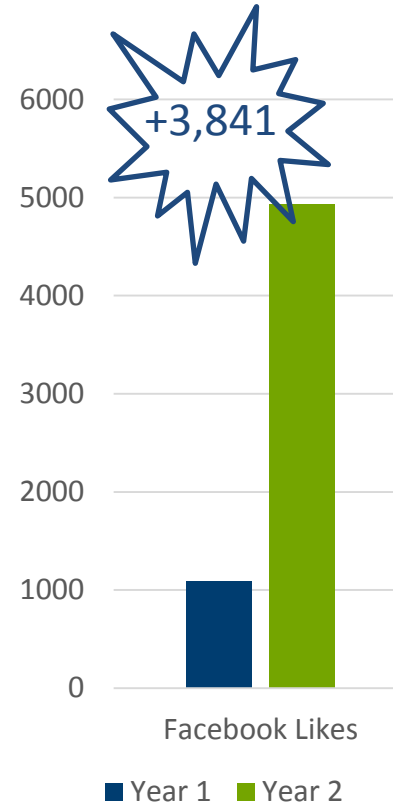
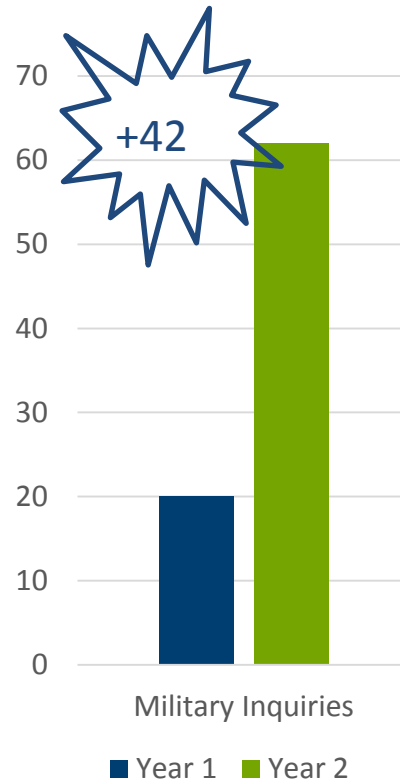
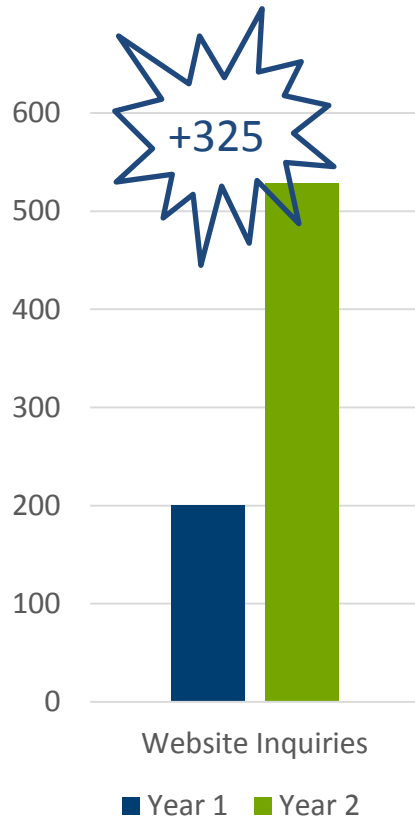
Military/Digital Focus:

- Focused on military connections
 - Linked veterans to aviation jobs available in the Triad
- “Military Times” Digital Connection - Behaviorally Targeted Display Ads
(military focused and geo-targeted around military bases in the Southeast and Pacific Northwest – VA/MD/DC/NC/SC/GA/WA)



Campaign Results

Website visitors coming from all over:
22 states
Countries abroad (Egypt, France, Japan)



Positive Partner Feedback

Andrews Aviation Academy

Dr. Cynthia Waters, Aviation Academy Director

- Increased membership by over 15% this year over last
 - 26% of students are females
 - 50% of students are minorities/racially diverse
 - Expanded freshman class to two classes (doubled in size)
 - Introductory aerospace class is now offered at several Guilford County middle schools

North State Aviation

“No one really knew much about North State Aviation before Aviation Triad.” –

Charlie Creech, President of North State Aviation

- Since their partnership technicians in the surrounding area are now beginning to recognize North State Aviation
- Contract help is now approaching 450 employees that call North State Aviation home with 30% being veterans

Global Recognition

ANNUAL AWARDS SHOW

ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES
AUGUST 12, 2015 • PALAIS DES CONGRÈS • MONTRÉAL, CANADA



REGIONAL INNOVATION AWARD

Saluting Innovative and Groundbreaking Regional Partnerships

The Regional Innovation Award recognizes organizations and alliances committed to building strong and vibrant communities through groundbreaking collaboration and program development. These organizations are pioneers within their region, focusing efforts on the four principles of regional stewardship: an innovative economy, livable communities, social inclusion, and a collaborative style of governance.

This year, the Regional Innovation Award committee encouraged applications from regional initiatives that promote an innovative economy by building a better equipped workforce, preparing the region to excel in a globally competitive economy through education attainment and workforce development.

Aviation Triad

Submitted by the Greensboro Partnership (N.C.)

Aviation Triad, a coalition of partners in the Piedmont Triad region, developed a multi-dimensional marketing initiative to grow a skilled workforce and create a sustaining support system for aviation and advanced manufacturing companies in the region. The campaign is targeted at teens and recent high school graduates deciding their futures, and current workers looking to advance their skills. It seeks to showcase the opportunities that technical aviation jobs can provide, connect the potential pool of talent to the education and workforce development initiatives already underway, and promote the Piedmont Triad's aviation cluster through a compelling branding campaign.



Looking Ahead to 2016

- Refreshing all on-air creative with new testimonials
- Improve tracking mechanisms within aviationtriad.com
- Increased focus on social media presence
- Full review with our G/O Digital team to enhance and adjust digital geographies and targets
- Adding additional private partners
- Develop an enhanced marketing partnership with the TEGNA Military Times
- Work on compiling a “Military Resource Guide” online

City of Greensboro Deliverables

	<u>Project</u>	<u>Platform</u>	<u>Description</u>
1	Aviation Thrives Here, So Can You!		Branding Initiative targeting multiple audiences
a	Base Schedule	WFMY, WFMY Weather	General Market; focus on targeted programming
b	ACC Tournament	WFMY	Broad demographic (Students, Influencers, Job Seekers, Decision Makers)
c	Triad Major Sports: Wyndham, W-S Open	WFMY	Influencers, Decision Makers
d	Friday Football Fever	WFMY	Students, Influencers (Parents)
e	Online	wfmynews2.com	General Market; engaged consumers
2	Digital Connection	AviationTriad.com	Interactive "Hub" to engage audiences with aviation opportunities
a	Website (hosting/management), mobile		Educational / Informational resource utilizing video, links documents, social media interaction, etc.
b	SEO		Daily process to keep our recourse website front and center in Google Search
c	Search Engine Marketing (PPC)		Process targeted to specific groups through very specific messages to gain direct results/conversions (Geographically targeted)
d	Social Management		Produce content for Aviation Triad and Twitter social channels, reputation management. Facebook Ad campaign
e	Behaviorally Targeted Display		Digital display marketing process directly targeted to specific audiences with different messages to gain direct results/conversions (Geographically targeted)
f	Retargeting		Campaign designed to market to AviationTriad.com visitors while they visit other sites on the web
g	Military Times Partnership		1 Million+ impressions served across all military times websites
3	Aviation Update		Interview style vignettes profiling companies
	Fixed position in Good Morning Show, Weekend	WFMY	Broad demographic (Influencers, Job Seekers, Decision Makers)

City of Greensboro Benefits

- Partnership with City of Winston-Salem, City of High Point as well as numerous area aviation companies, showing dedication to the success of aviation in the area
- Raised Triad and Nationwide awareness of the City of Greensboro and what the area has to offer in the field of aviation
- Increased area employment with high paying jobs
- Growth in enrollment within Aviation education programs
- Recruitment tool for other aviation companies looking at the Triad for possible locations



Thank You for Your Partnership!

