



AVIATION TRIAD

Partners



Targets



Students

College Graduates
Tech School Graduates
High School
Middle School
Earlier?



Influencers

Parents
Teachers
Counselors



Job Seekers

Unemployed
Looking for change
Returning Military
Aviation/Aerospace
Degree Graduates



Decision Makers

Business Leaders
Young Professionals

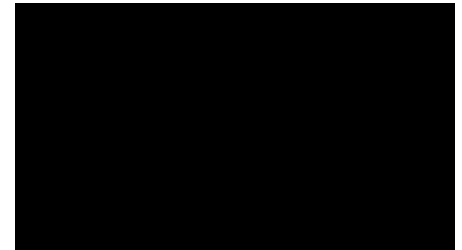


On-air Elements - Branding



Video Branding Campaign "Aviation Thrives Here, So Can You"

- ✈ 2685 TV commercials (07, 15, 30, and 60 sec) have aired on WFMY News2
- ✈ 1.3 Million Triad Adults 18+ have been reached (98%) with 81 million+ impressions
- ✈ 3,587 bonus spots have run on WFMY 24 Hour Weather Channel
- ✈ 2,368 "Aviation Update" 1:00 vignettes (Education & Industry partners)
- ✈ 100+ commercials Wyndham/Friday Football Fever/ACC & NCAA Basketball/NFL/Panthers
- ✈ 564 WFMY Weather Garden :07 Branding spots



Digital Elements Targeted/Lead Generation



GO DIGITAL
A **TEGNA** Company

- Custom Website: <http://www.aviationtriad.com/>
- Google, Yahoo, Bing Search Ads
- Behaviorally Targeted Display Ads
- Search Engine Optimization, Online Branding, Blogging
- Social Media Engagement and Marketing

Behavioral Targets

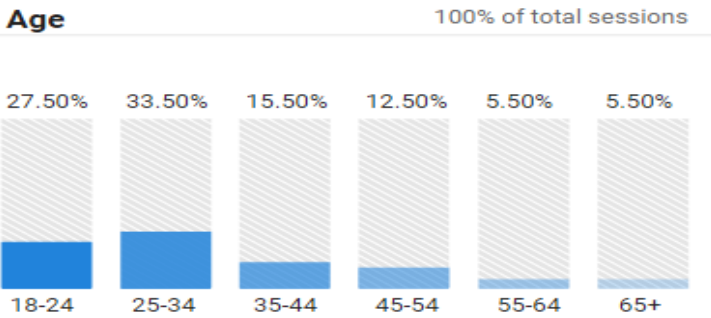
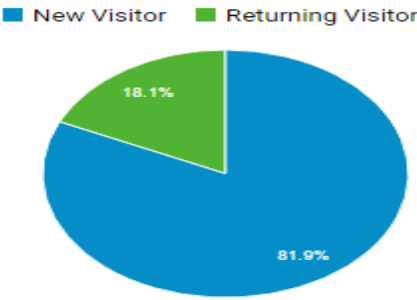
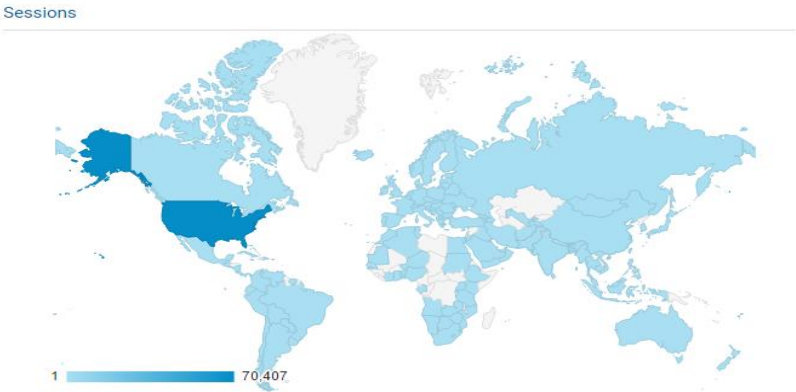
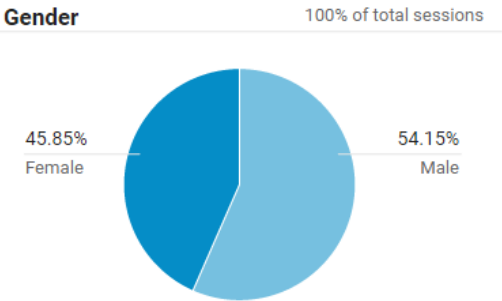
- Completed high school
- Technology and computer enthusiast
- Transportation and logistics expert
- Pilot / Interested in airplanes
- Involvement in the Military (Air Force, etc.)

Regional Targets

- Greensboro/Winston-Salem DMA
- North Carolina – State
- Seattle, WA - City
- Wichita, KS – City
- Military Bases
- Aviation Schools across the country



Aviationtriad.com Stats

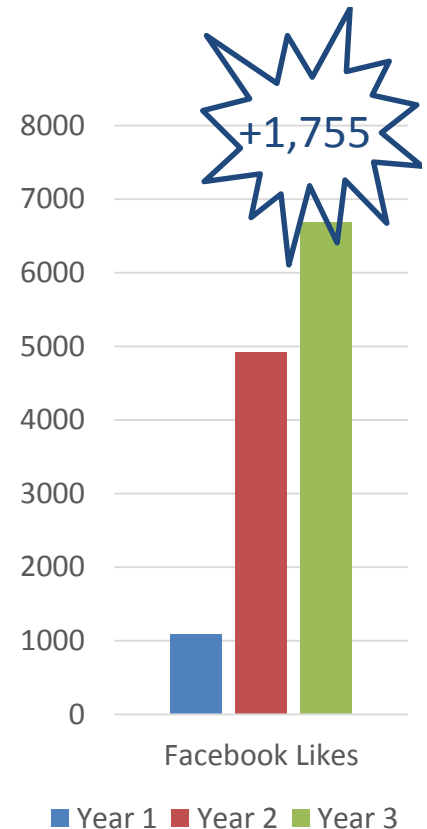
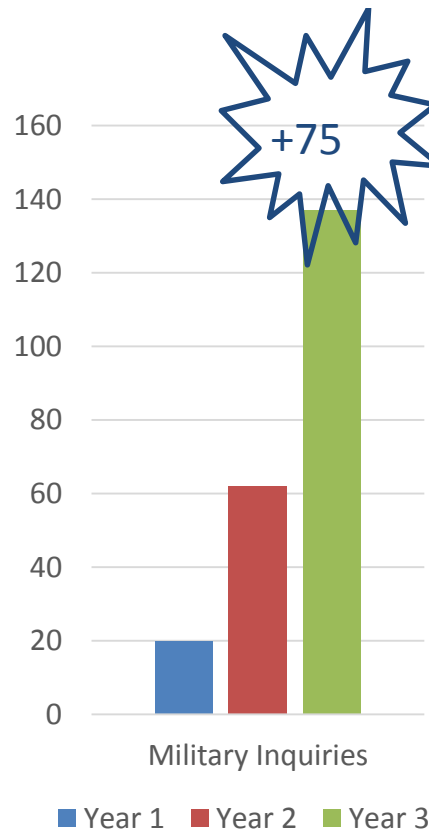
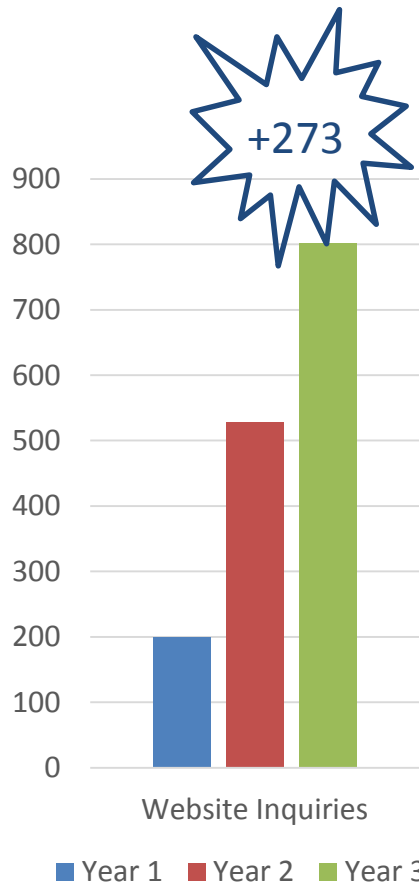


*Google Analytics: Aug 28, 2014 – Nov 22, 2016

Campaign Results

Website visitors coming from all 50 states
Countries abroad (UK, India, China, Brazil, Russia, Canada,
Germany, Italy, etc.)

Stats as of 11/22/16



Looking Ahead to 2017

- Refreshing all on-air creative with new testimonials
- Improve tracking mechanisms within aviationtriad.com
- Increased focus on social media presence with Facebook Ads
- Continue digital focus around military bases in North Carolina and beyond but adding focus to the top Aviation and Aerospace Institutions in the country
- Adding additional private partners
- Continue marketing partnership with the Military Times
- Capitalize on Aviation Week and Aviation Month by inviting partners to the studio to highlight the aviation industry and opportunities in the Triad

Base Campaign Deliverables

	Project	Platform	Time Frame	Description
1	Aviation Thrives Here, So Can You!		2017	Branding Initiative targeting multiple audiences
	a Base Schedule	WFMY, WFMY Weather	January - December	General Market; focus on targeted programming
	b ACC Tournament	WFMY	March	Broad demographic (Students, Influencers, Job Seekers, Decision Makers)
	c Triad Major Sports: Wyndham, W-S Open	WFMY	August	Influencers, Decision Makers
	d Friday Football Fever	WFMY	August - November	Students, Influencers (Parents)
	e Online	wfmynews2.com	January - December	General Market; engaged consumers
	f :07 Weather Garden Sponsorship	WFMY	January - December	General Market Branding
2	Digital Connection	AviationTriad.com		Interactive "Hub" to engage audiences with aviation opportunities
	a Website (hosting/management), mobile		January - December	Educational / Informational resource utilizing video, links documents, social media interaction, etc.
	b SEO, Digital Branding, Blogging		January - December	Daily process to keep our recourse website front and center in Google Search. Brand across web. Blogging
	c Search Engine Marketing (PPC)		January - December	Process targeted to specific groups through very specific messages to gain direct results/conversions (Geographically targeted)
	d Social Management and Social Marketing		January - December	Produce content for Aviation Triad and Twitter social channels, reputation management. Targeted Facebook Ad campaign
	e Behaviorally Targeted Display		January - December	Digital display marketing process directly targeted to specific audiences with different messages to gain direct results/conversions (Geographically targeted)
	f Retargeting		January - December	Campaign designed to market to AviationTriad.com visitors while they visit other sites on the web
	g Military Times Partnership		January - December	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	January - December	Broad demographic (Influencers, Job Seekers, Decision Makers)



Thank You for Your Partnership!