



Rotorcraft Survey Analysis

This short analysis of the Rotorcraft Survey results is provided for those who prefer a quick read. You'll find more detail in a White Paper and a complete Report at bdnaerospace.com

Our clients and colleagues in the aerospace industry often ask us to review, analyze and report on issues like those raised in this survey. Their interest is always "What's in it for me?" and is usually expressed as: "What did it say? What does it mean? How can I gain some advantage from this?" BDN Aerospace Marketing conducted this survey to answer a number of questions from our rotorcraft clients and colleagues: "Should I advertise in 2010? If so, which media will give me the biggest bang for my buck? If not, what else should I be doing to drive sales?"

What did we learn? The raw data itself says quite a lot in answer to those questions – six pages with graphs – but we offer, here, a high-level analysis to illustrate three key points, what they mean to your 2010 marketing and sales plans, and how to gain some advantage.

94.3% of respondents use Trade Magazines to stay current with the rotorcraft profession.

What's it mean? Trade Magazines are relevant, and almost everyone in the rotorcraft industry depends upon them for news and information. E-mail Newsletters (65%), Manufacturer's Web Sites (60%), News Web Sites (50%) and Newspapers (39%) round out the top-five. Social and New Media ranked lower, with only one-third as many respondents turning to sixth-place Facebook/MySpace as turn to the fifth-place finisher, Newspapers. Blogs and LinkedIn/Spoke are half or less than Facebook/MySpace. Twitter barely registers in the rankings. BDN notes that the rotorcraft industry has been slower to embrace Social and New Media than many other B-to-B segments, and we will continue to monitor its popularity and usefulness.

Where's my advantage? Trade Magazines provide the biggest audience to communicate with the rotorcraft industry. In addition to staying current, they provide two opportunities to influence buying behavior — editorial coverage and advertising (more below).



86% of respondents learn about operations and 80% learn about new products in Trade Magazines.

What's it mean? Trade Magazines provide an audience looking for actionable information about their rotorcraft and businesses.

Where's my advantage? If you have answers to questions and solutions to problems facing the rotorcraft Industry, Trade Magazines provide an excellent opportunity for you to communicate those answers and solutions to prospective buyers.

Product Reports, News/Reporting are the most compelling features in trade magazines influencing respondents' purchasing behavior.

What's it mean? Building on the above point, rotorcraft consumers trust Trade Magazines as a credible source of independent third-party information upon which they base purchasing decisions.

Where's my advantage? We advise our clients to build brands and influence consumer buying behavior through public relations. Public relations gains exposure in credible third-party outlets, thus providing third-party legitimacy that advertising does not have. Articles, stories, demonstrations, interviews and compelling news are the tools of PR. Thought Leadership, which is becoming a major issue with our clients and colleagues, should be resident in the same content developed for public relations, where it can be driven to Trade Magazines. And with Manufacturer's Web Sites ranking third among the media, yours should also be exploited to demonstrate this leadership.

Advertising in Trade Magazines is compelling or suggestive in influencing purchasing behavior with nearly two-thirds of the respondents.

What's it mean? Readers trust journalists more than advertisers, but advertising plays a meaningful role in consumer behavior.

Where's my advantage? Use an integrated campaign with PR and advertising – employing common messages. It is critical that the independent third-party information found in articles and editorial content in Trade Magazines, and other media, be reinforced in advertising – tell the same story to gain credibility.

Rotor & Wing and Vertical are the most read or skimmed magazines.

What's it mean? 80% of the respondents read or skim Rotor & Wing, as 58% do with Vertical.

Where's my advantage? In most cases, the answer to “Where should I advertise?” is dependent on a range of factors, including geography, market segment, a magazine's editorial calendar, etc., but for the broadest coverage, these two magazines deliver more readers by significant margins over their competition.



Quality photography and writing were very important to respondents.

What's it mean? Aesthetics are recognized by a majority of respondents and drive decision-making. Two-thirds of respondents cited “Enjoy the Photography” as a reason they read these magazines and the number one request was for “Better Quality in Style and Editing.”

Where's my advantage? In advertising, as in all communications, high quality images attract attention, so if you present the requisite level of quality, readers will respond. And if readers are sensitive to the quality of the writing in editorial, you can rest assured that errors or sloppiness in advertising copy is going to rate very poorly in the mind of the reader. It's not just what you say, it's how you say it.

About BDN

BDN Aerospace Marketing works exclusively with aerospace companies to meet their marketing and sales objectives and deliver measurable results. A total package of powerful integrated marketing solutions is the key. Services include: research and audits; strategy development and implementation; and integrated marketing plans. We implement programs using digital media; public relations/thought leadership/social media; advertising; print materials; trade shows; and more.

Do you have a marketing challenge? Are you wondering who can help? How much will it cost? Will it be effective? Contact BDN President Kyle Davis for a phone consultation: 1-480-924-0690.