

Case Study: Sikorsky Aircraft

Brief Description: Print advertising campaign designed to position Sikorsky Aircraft as the provider of choice for rotorcraft products and support.

Project Summary: A comprehensive new print advertising campaign designed to promote “the Sikorsky experience” as well as a range of Sikorsky Aircraft products and services in both the civil and military helicopter markets. Campaign was driven by Sikorsky’s desire to replace a fragmented, inconsistent series of ads viewed as forgettable and ineffective with a cohesive campaign that would resonate and be remembered with members of the target audience.

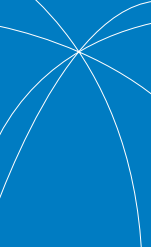
Intended Audience(s): Acquisition decision makers and helicopter operators in the U.S. Air Force, Army, National Guard, Navy, Marine Corps, Coast Guard and various international rotorcraft customers. In addition, the ads are intended to reach the Pentagon, Capitol Hill and White House officials as well as public service helicopter operators, including search and rescue, emergency medical, airborne law enforcement. Also, rotorcraft operators in these markets: offshore oil; executive transport; utility. Audience is predominantly male, 40-60 years old. The majority are active military or with a military background. The majority are pilots or former pilots. Research included benchmarking of competitive ads and placements and detailed analysis of industry publications to ensure maximum effectiveness of placements. Additionally, ads were tested within key constituencies to ensure that they were attention getting, memorable and credible.

- Objectives:**
- Position Sikorsky as the provider of choice for rotorcraft products.
 - Ensure the ads would be read and remembered as much or more than ads from other aerospace companies, with whom Sikorsky often competes for limited procurement funds.
 - Communicate Sikorsky’s depth of experience and range of products, its after-market support capabilities, and technological excellence, with memorable, attention-getting, credible messages.
 - Ensure consistency in design and overall approach to advertising by developing a standard template design easily adapted to meet evolving requirements for advertising.
 - Begin establishing a brand and emotional connection to the target audiences with memorable, consistent advertising that resonates with audiences.

Key Messages/ Themes: Campaign themes encompass trust, confidence, and the totality of the Sikorsky experience. The ads communicate that when you do business with Sikorsky, we won’t just sell you a helicopter and walk away. In an uncertain world, you can feel confident that we are going to be here to support you on every leg of your journey. You can trust that we will do what we say we are going to do, and that our products will perform they way they are supposed to perform. Why? Because of our stature and standing in the industry. Because of our experience and our resources. Because of our synergistic mix of experience serving civil and military customers. The overarching ad in the campaign, “There are those who fly. And those who fly Sikorsky,” sets the stage in message and design for all ads that follow. It is not product specific, but promotes the Sikorsky experience as a whole.

1. Members of our target audience respond favorably to large, dynamic flying photos of helicopters, so we made that the central focus of each ad.
2. Members of our target audience do not want to read lengthy text. Copy was kept to a minimum. We focused on a headline and photo that would work together to convey the heart of the message for each ad in a compelling way to draw the reader in.
3. Since many members of the target audience are aviators or former aviators, ads are generally written in first person to help readers connect to and remember the message.
4. Small thumbnails showing an array of Sikorsky products are included on every ad to consistently convey Sikorsky’s strength, industry leadership, and depth.

continued



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Key Messages/ Themes: 5. The first ad in the campaign, “There are those who fly. And those who fly Sikorsky” set the stage for positioning Sikorsky as the provider of choice for rotorcraft products. The supporting, product-specific ads continued the theme in a more personal way, consistently featuring headlines that start with the phrase “I Fly Sikorsky...” and outlining the reasons... “Because Someone is Counting on Me,” “Because Duty Calls,” “Because I’ve Always Been an Overachiever,” “Because This is War,” “Because There’s a Lot of Water Between Here and Home,” and so on. In all, the campaign encompasses more than 40 ads to date, each clearly recognizable as a Sikorsky ad.

Results: Our campaign was effective because it successfully:

- Brought consistency and brand identity to an advertising program that had neither.
- Used messages and designs that ensure Sikorsky ads were seen and remembered by members of the target audiences.
- Positioned Sikorsky favorably when compared to competitive aerospace companies. Campaign was developed and launched in a short period of time. The campaign was approved by Sikorsky in January 2005. A comprehensive, \$300,000 placement schedule and creative were approved and in place in less than one month. Ads debuted at the civil helicopter industry’s largest annual convention in February 2005. BDN Advertising’s unique knowledge of the aerospace industry greatly accelerated the process. Three separate independent studies have resulted in high rankings for Sikorsky ads showing that Sikorsky ads are seen, read and remembered by readers.

March 2005, CQ Weekly, Harvey Study Ad: “There are those who fly. And those who fly Sikorsky.”

- Sikorsky ad was among the highest-rated aerospace ads in the issue.
- Recall scores exceeded or equaled Boeing (48% vs. 44%) EADS North America (both 48%), and Northrop Grumman (48% vs.30%).

August 2005, Rotor & Wing, Readex Research Ad: “HH-92: The rescue system that will bring them home.”

- Sikorsky ad was the highest-rated ad in the category of “saw,” (92% vs. 76% average) and ranked second and fourth in categories of “read” (55% vs. 28%) and “found interesting” (35% vs. 22% average).
- Scores in every category far exceeded averages.

September 20, 2005, Flight International, Subscriber Attention Measurement (SAM) Study. Ad: “I Fly Sikorsky. Because there’s a lot of water between here and home.”

- Sikorsky recall score (73%) was third-highest overall, and well above the issue average of 63%. It also exceeded recall scores for competitors such as Boeing (63%) and Eurocopter (39%).
- In the category of “Clear Message,” the Sikorsky ad had the seventh highest rating overall (60.8%), above the issue average of 57.6% and besting both Boeing (58.4%) and Eurocopter (50.8%).
- Verbatim comments: “Nice picture. Makes you feel you are in the aircraft and so happy it is a strong one,” (Airline pilot); “Good advertisement. Immediately know what it’s about,” (Ex Royal Navy Aircraft Engineering officer.); “Shows very good the job of Offshore Helicopters,” (Line Pilot and TRI); “Just by looking at it I get the idea of the ad,” (Pilot and Ground school instructor); “Picture tells a thousand words applies to this ad,” (Assistant to Regional Manager Pacific); “Product shown in context – offshore. Customer can immediately identify with it. Traditional solid stuff,” (Research consultant).

MarComm Creative Awards, Ad: CSAR-X “Bring them home” series.

- Sikorsky campaign earned a Gold Award.
- Of 4,651 entries, 16% earned Gold status.