

Gerald R. Ford International Airport

Background

Located nearly 13 miles southeast of Grand Rapids, Michigan, the Gerald R. Ford International Airport wanted to attract more passengers. The airport faced competition against small and regional airports as well as larger metropolitan airports.

Objective

Increase Store, Business Facility, or Special Event Traffic.

After receiving record-breaking passenger numbers in 2019, the Gerald R. Ford International Airport looked to boost passenger numbers in 2022. To do this, the airport implemented an OOH strategy to increase brand awareness and their overall presence to stand out in the competitive marketplace.

Strategy

The airport launched a multiformat OOH media campaign with messaging that targeted local traffic and highly traveled arteries throughout Grand Rapids, Michigan. For the campaign's design elements, the airport used their logo mark as the main element to both boost their brand awareness and create brand cohesion. The design placement and tactic varied based on its location, traffic, reading distance, board height, and proximity to the airport.

The primary OOH tactic included a large bulletin that would connect with a wide range of travelers throughout the campaign's nearly 12-month run date. In addition, the airport used other OOH placements including transit, on-premises, mall floor placement, and arena installations. This strategy aimed to reach target audiences and remind them about the airport's convenience as they shopped, traveled, or attended events.

Plan Details

Market: Grand Rapids, Michigan

Flight Dates: 01/10/2022 - 12/31/2022

OOH Formats: Static Bulletins, Transit, Untraditional OOH, Installations, On-Premises

Target Campaign Impressions: 109,713,112

Target Campaign Reach: 1,810,300

Target Campaign Frequency: 60

Budget: \$10,000 or larger

Results

The airport averaged 22% more passengers month-over-month in 2022 over 2021. Some months notably had as much as a 65% uptick in passengers. The airport consistently averaged within 97% of the passenger numbers benchmarked from their record-breaking 2019 year, and exceeded those benchmarks by almost 3% for the last three months of 2022. In addition, the airport's website traffic jumped 7% from 2021 to 2022.

From their strategic campaign, the airport received positive anecdotal feedback from passengers, airport employees, and board members. Due to the buzz that the campaign created, the airport also had more recognition from the local community.

