

BUILDING A BETTER GATEWAY.

Free Strategies and Tactics for Communications,
Marketing, and Customer Service

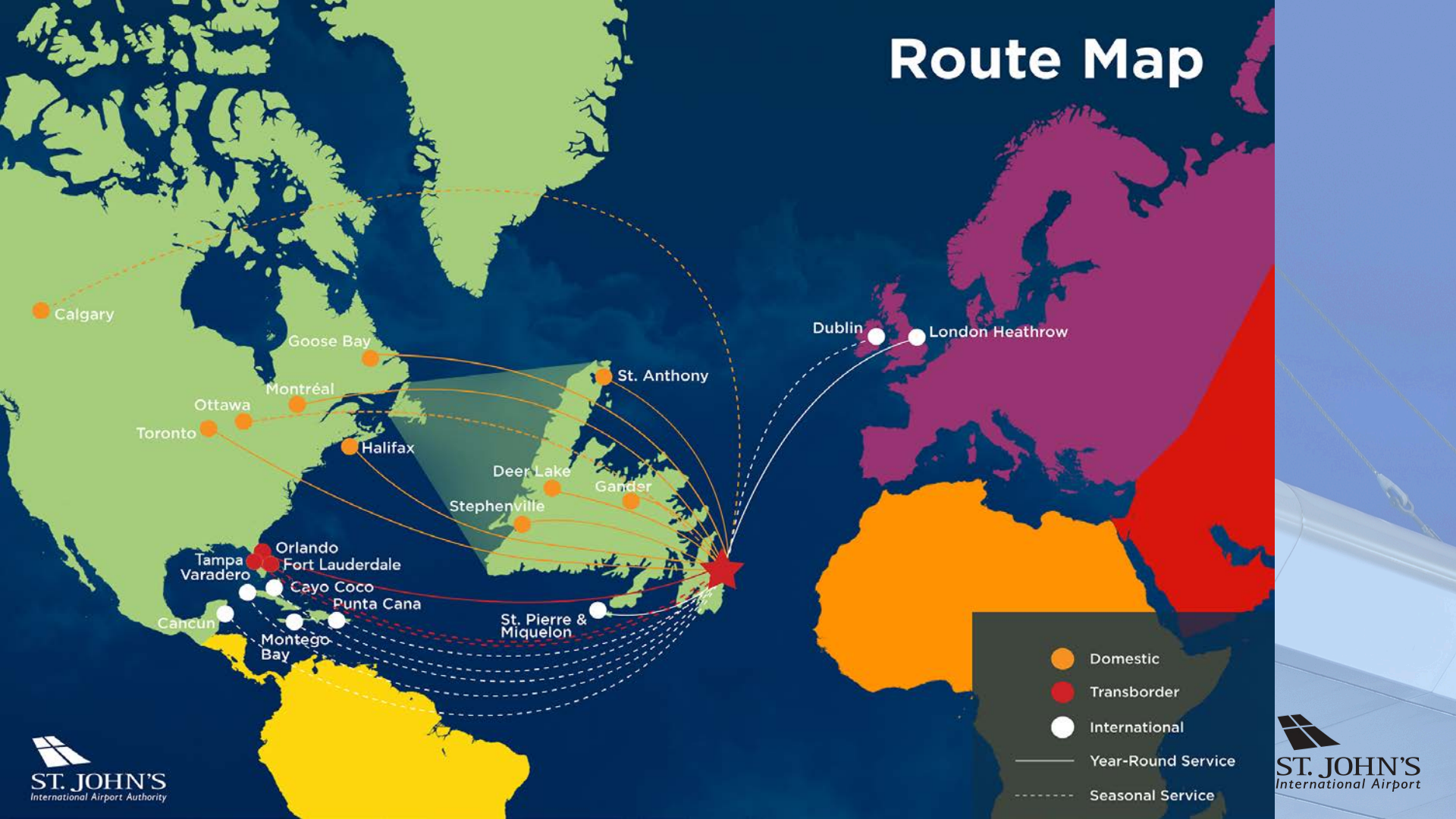
EXPANSION **YYT**



ST. JOHN'S
International Airport

Marcom 2018

Route Map



ATB Expansion Opened July 2018 (1st phase)



EXPANSION **YYT**

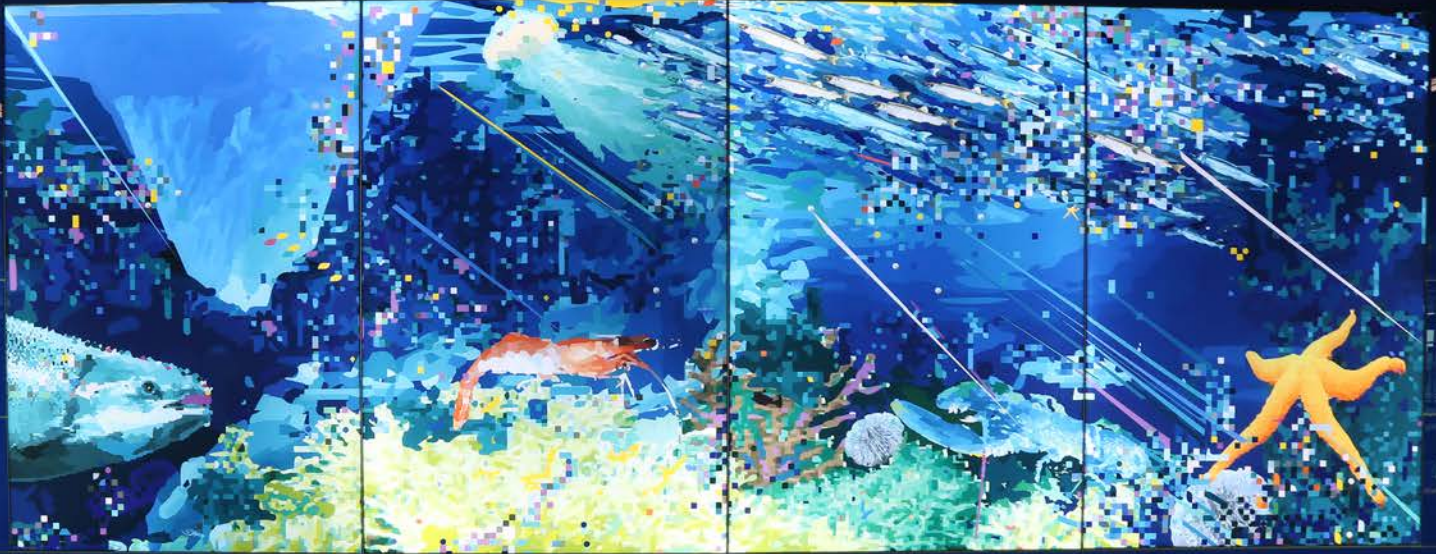

ST. JOHN'S
International Airport

Free Strategies and Tactics

- Leverage Relationships and Partnerships for mutual benefit
- Use existing airport advertising assets
- Engage with local influencers

Leveraging Partnerships & Relationships

Commissioning of Artwork



Engaged with Business & Arts NL

- Existing relationship with BANL
- Engaged with local arts community and curators
- Commissioned the artwork
- Negotiated with the chosen artist

Sponsorship by Construction-related companies

- **All costs covered**
- Permanent recognition
- Media attention



Local Profile and Media Attention



- Unveiling event with BANL
- Issued news release & photos
- BANL spotlights & e-mail blasts
- Artist (Vessela Brakalova) - media connections worldwide

Videos of Expanded Terminal Building

EXPANSION **WYT**


ST. JOHN'S
International Airport

Utilize Airport Advertising Assets



Want to go to Ireland? You're in luck.
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WESTJET



Engage with Key Influencers



Support for our new Concessions Program



NL Chocolate Company @NLChocolateCo · Jul 25

Thanks for stopping by our [#chocolate](#) [#cafe](#) at [#YYT](#), [@markcritch!](#) We always [#enjoy](#) a [#visit](#) from [#friends](#) 😊 [@stjohnsairport](#)



💬 1 ❤️ 19 ✉️



Alan Doyle
@alanthomasdoyle

Following

Wicked new stuff at YYT. [@NLChocolateCo](#) and of course [@Yellowbellybrew](#) and more. Loves it.



5:07 PM - 17 Jul 2018

11 Retweets 176 Likes

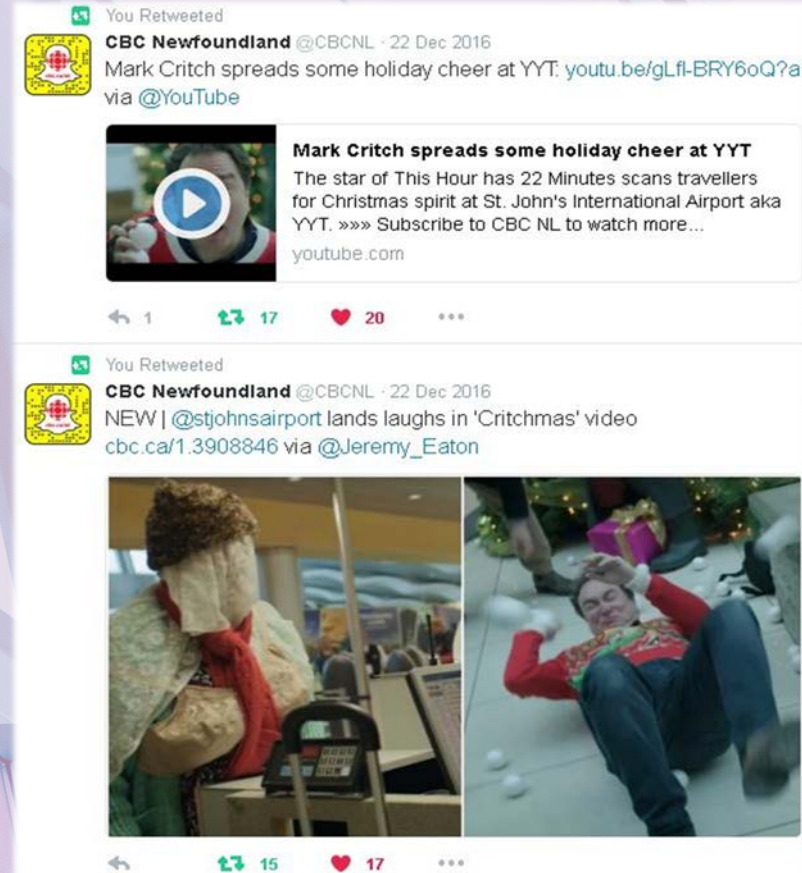


💬 12 ↻ 11 ❤️ 176 ✉️

Critchmas Activation & Video

Facebook Results:

- Views : 276,000
- Reach: 534,372
- Reactions: 6,637
- Comments: 886
- \$200 spent over 10 days to boost the post
- Local and National media coverage



ST. JOHN'S
INTERNATIONAL

Questions?

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EXPANSION **YYT**


ST. JOHN'S
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