



# Messaging in a Time of Construction

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Director of Marketing  
Los Angeles World Airports





# 47

**COUNTRIES**  
Connected  
to LAX by  
Nonstop  
Service

# 87.5

**MILLION**

Passengers at  
LAX

# 109

**U.S. CITIES**  
Connected  
to LAX by  
Nonstop  
Service

# WELCOMING THE WORLD.





LAWA

**4TH**  
**BUSIEST**  
Airport in  
the World

**2ND**  
**BUSIEST**  
Airport in  
the U.S.

**COMPETE ON A GLOBAL STAGE.**

# INFRASTRUCTURE TRANSFORMATIONS





# MIDFIELD SATELLITE CONCOURSE (MSC)





An architectural rendering of the LAX LAMP project. The scene is set at dusk or dawn, with a sky of soft orange and blue clouds. A prominent feature is a curved, elevated light rail track supported by a large, dark blue, cylindrical pillar. A blue and white light rail train is traveling along the track. In the foreground, a multi-lane highway with cars is shown, with light trails indicating traffic flow. Several tall, slender, blue cylindrical pillars are spaced along the highway. In the background, a large, modern airport terminal building is visible, along with a highway interchange and directional signs for 'Arriving Flights', 'Departing Flights', and 'To Sepulveda Boulevard'.

# LAX LANDSIDE ACCESS MODERNIZATION PROGRAM (LAMP)



# THE FUTURE OF LAX (2023)





### MetroRail Connections to Crenshaw/LAX & Green Lines

- Open in 2020
- Connections to regional transit system
- Passengers will take shuttles to LAX until APM is online





## New pick-up/drop-off and parking off-airport parking

- 1.7 million square feet
- Four stories
- Opens in 2021
- Meet & Greet area
- Smart parking features





**Consolidates rental car operations and removes rental car shuttle traffic from Central Terminal**

- 6.3 million sf
- 18,000 car stalls
- Solar farm generating 8,400 megawatt hours annually
- Direct connection to APM







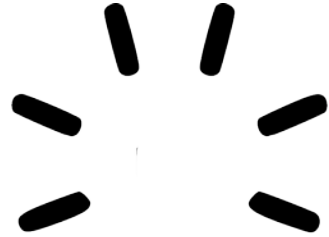
Presenting the future of LAX



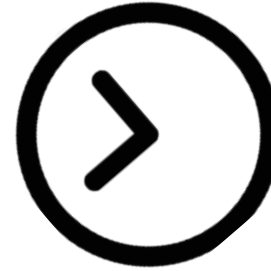
# MESSAGING DURING CONSTRUCTION



**Fast**



**Frequent**



**Early**



**Inclusive**



**Paid**



**Earned**



**Digital**

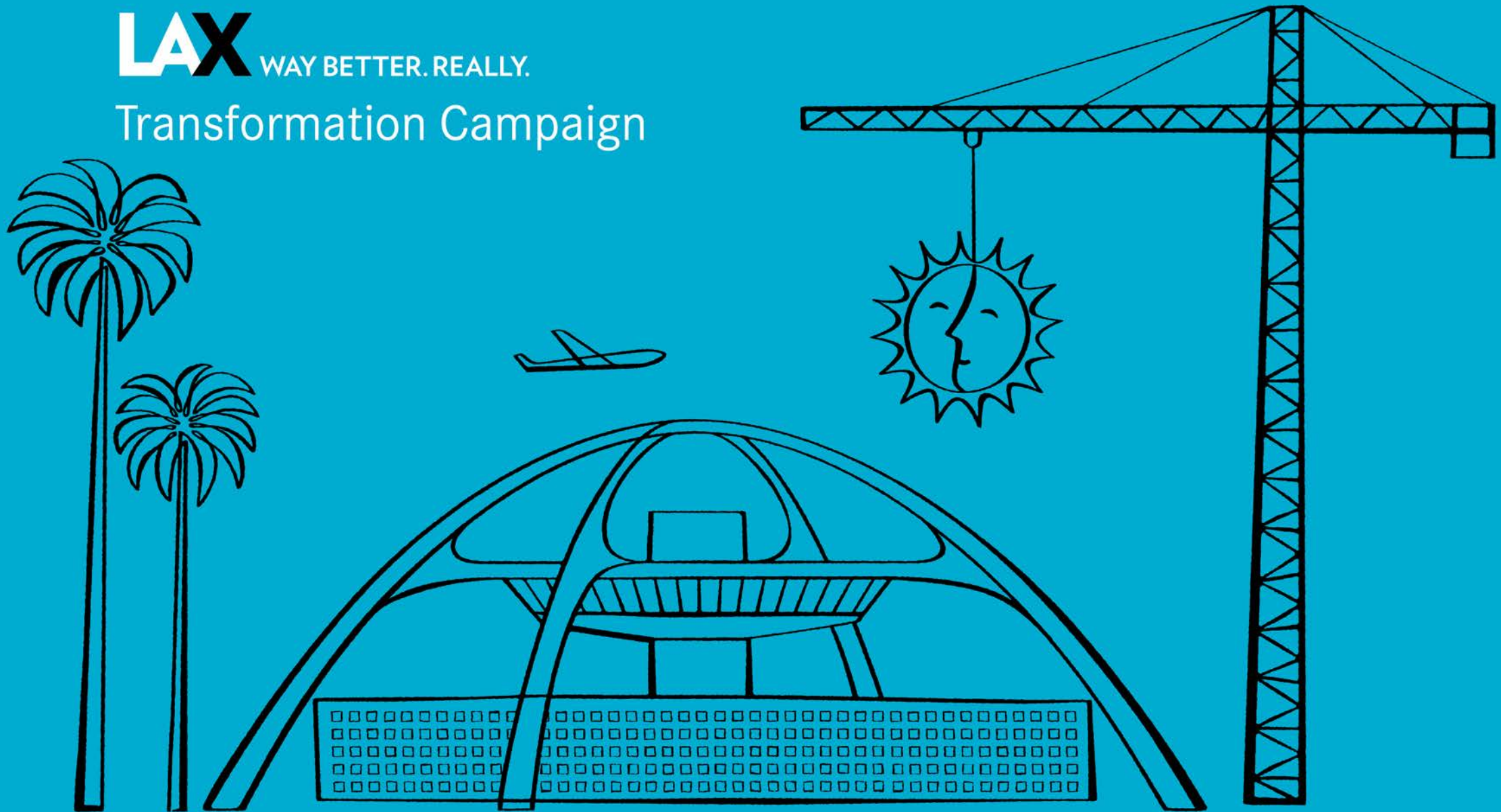


**Wow Factor**



**LAX** WAY BETTER. REALLY.

## Transformation Campaign





With this approach we intend to address a potentially skeptical or dubious audience directly, but in a clever and fun manner. We are stating matter-of-factly that improvements and changes are really happening at LAX, and that things are getting better... way better than before.













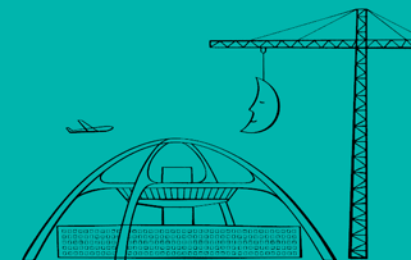
The New LAX:  
It's Going to be Fly.

**LAX** WAY BETTER. REALLY. [FlyLAX.com](https://FlyLAX.com)



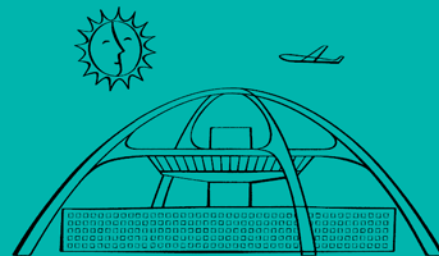
Automated Train  
Arriving 2023

**LAX** WAY BETTER. REALLY. [FlyLAX.com](https://FlyLAX.com)



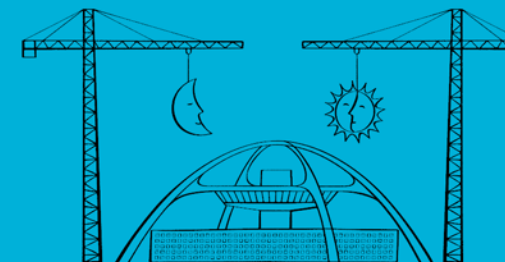
Modernizing  
All Terminals

**LAX** WAY BETTER. REALLY. [FlyLAX.com](https://FlyLAX.com)

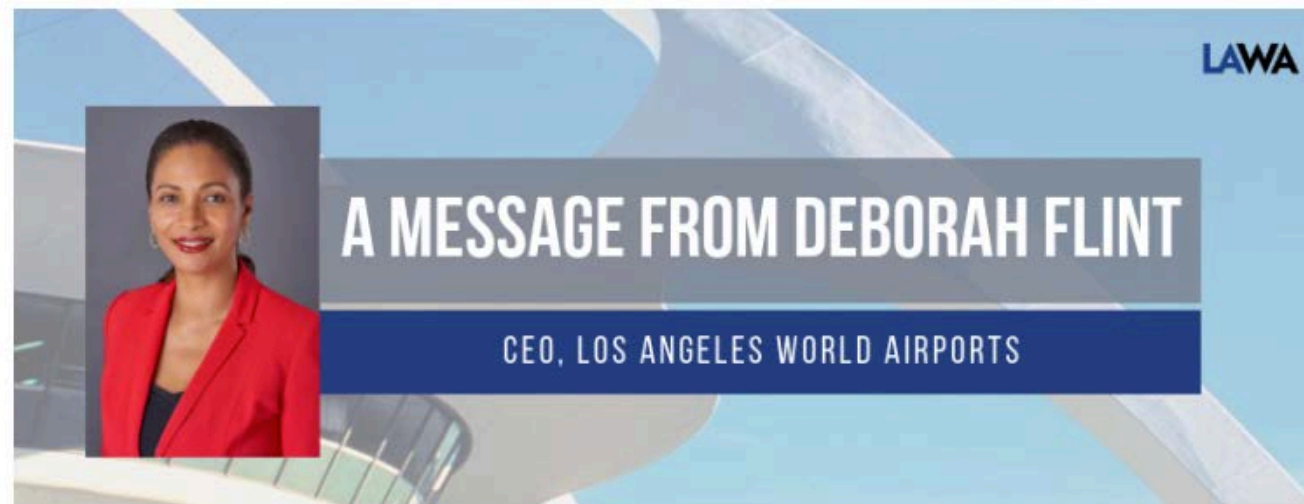


We're Changing  
Our Scene.

**LAX** WAY BETTER. REALLY. [FlyLAX.com](https://FlyLAX.com)







Team LAWA –

It is Day 4 of Week 1 Implementation of LAX-it Operations. As you know, we have had both successes and problems. I am grateful for your hard work and your commitment to our LAWA values. There are countless stories of our team going above and beyond to ensure success and help guests, and I couldn't be more proud.

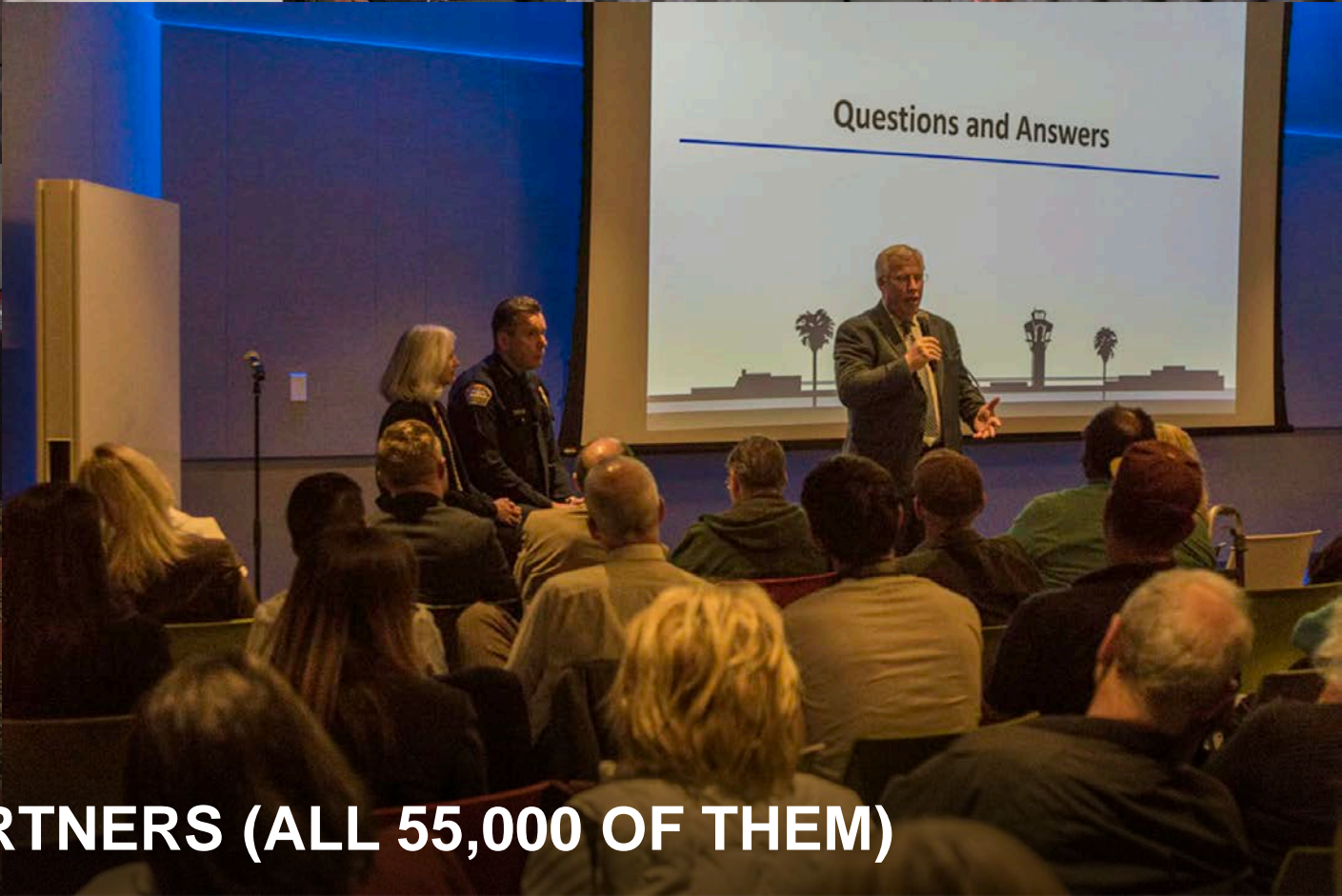
Team LAWA makes bold decisions. We use data to analyze our metrics, and course correct to maintain our *Gold Standard Airports... Delivered*. Many of these metrics show success – we've removed 16,000 vehicles from the CTA; for 85% of our guests we have decreased CTA travel time significantly; taxis have shown stand out service times and increased daily transactions (at least 15% day 1); and we've had positive results from our Mystery Shoppers.



# INFORMING THE MESSENGERS

**Internal Communications**





LAWA

EMPLOYEES AND PARTNERS (ALL 55,000 OF THEM)



# TRANSFORMING THE GUEST EXPERIENCE





LAWA

A fashion show runway scene. A model is walking down a polished runway, wearing a long-sleeved, high-necked pink dress with a wide gold belt and a long fringe skirt. She is surrounded by a large audience of people sitting in white chairs, many of whom are taking photos with their phones. The background features large windows overlooking a city skyline. The text "SURPRISE & DELIGHT" is overlaid at the bottom in large white letters. The "LAWA" logo is in the top right corner.

**SURPRISE & DELIGHT**



A man with a shaved head, wearing a dark blue long-sleeved shirt and khaki pants, is seated and playing a black Kawai grand piano. The piano is open, and sheet music is visible on the stand. The brand name 'K. KAWAI' is visible on the side of the piano, and 'KAWAI' is visible on the fallboard. The setting appears to be a modern, brightly lit interior space, possibly a hotel lobby or a practice room. The overall tone is professional and sophisticated.

# INTERACTIVE AMENITIES



# MORE LA TO LAX

Voices of Los Angeles  
Welcome Travelers to LAX



JIMMY KIMMEL



JUSTIN TURNER



GUSTAVO DUDAMEL



SUSAN FENIGER







**LAX PETS UNSTRESSING PASSENGERS (PUPs) Program**



# ♥ LAX

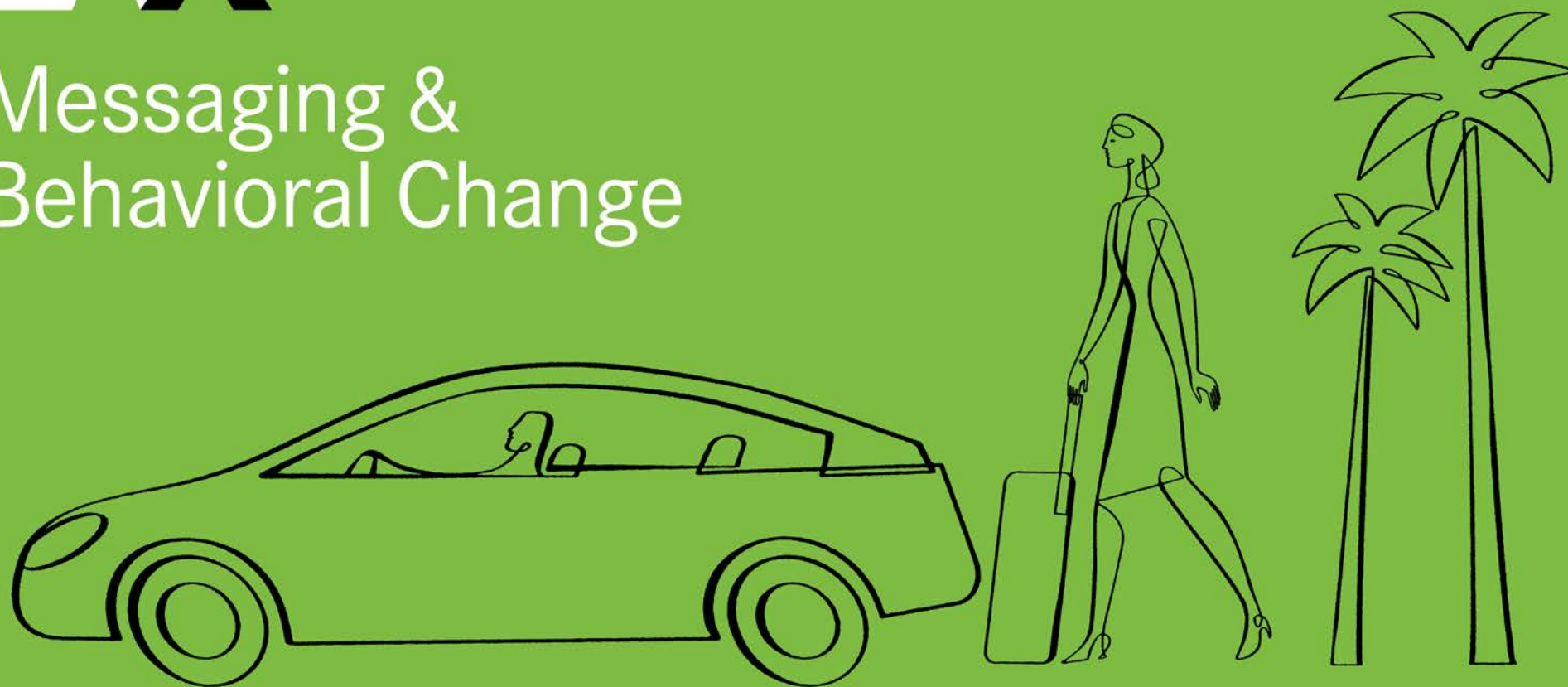
## iCARE CREW







# Messaging & Behavioral Change



**Forbes**

## **Unhappy Halloween At LAX As New Rideshare Pickup Plan Creates Long Lines, Hour-Long Waits**

**Los Angeles Times**

OPINION

Letters to the Editor: Of course LAX's new taxi and rideshare lot had a disastrous debut

**GIZMODO**

## **LAX Airport Found a Way to Make Ride-Sharing Even Worse**

## **First Sunday Under New LAX Rideshare System A Nightmare For Travelers**

  CBS Los Angeles



# LAX-it provides traffic relief until the Automated People Mover opens

**REMOVES 15 PERCENT OF TRAFFIC** from the CTA

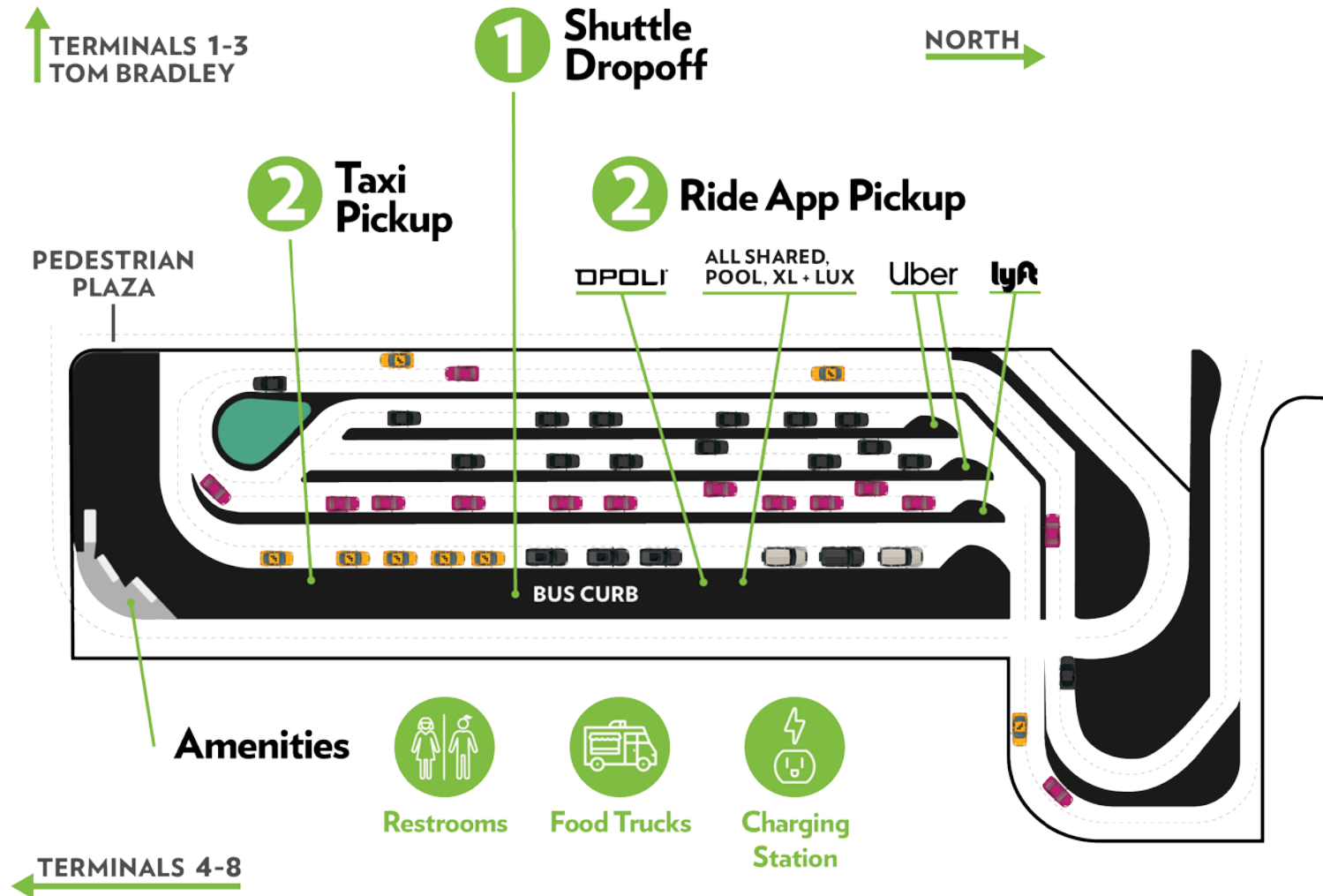
**REPLACES LOST CURB**

**OPEN ONLY UNTIL APM OPENS IN 2023**

Walk or fast FREE LAX-it shuttle

Amenities: restrooms, food trucks, charging stations







## **LAX-it Campaign**

**Oct 29 – Jan 6**

## **Holiday Campaign**

**Nov 21 – Dec 2**

**Dec 18 – Jan 6**

### **Media Partners**

- Include a mix of high reach social media, digital audio, and programmatic display.
- Heavy focus on Social Media for greatest impact on travelers as they arrive into LAX.



### CAMPAIGN STRATEGY

**Reach Travelers en route to LAX** from heavy feeder markets while they're waiting to board their flight to Los Angeles

**Reach Arrivals at LAX** when they land and begin navigating the airport

**Heavy up on Facebook and Instagram** to grab the first media opportunity when travelers land at LAX and begin checking their phones

**Leverage 3rd Party Data** for granular audience targeting

- Arrivals at LAX
- Feeder Airports en route to LAX





**3 - 5 Minute Headways**

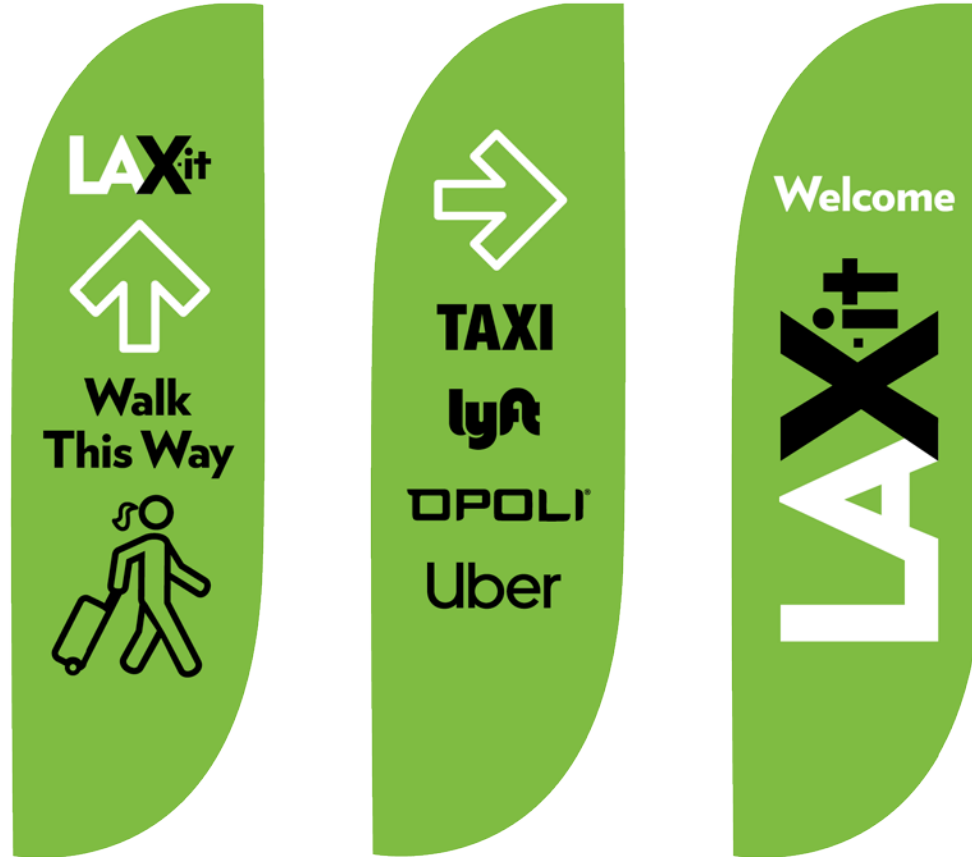
**Out of Mixed Flow Traffic**

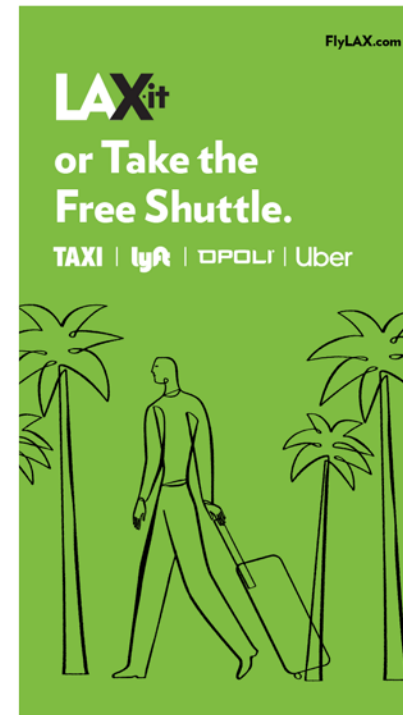
**Easily Accessible**

**i-Care Crew**





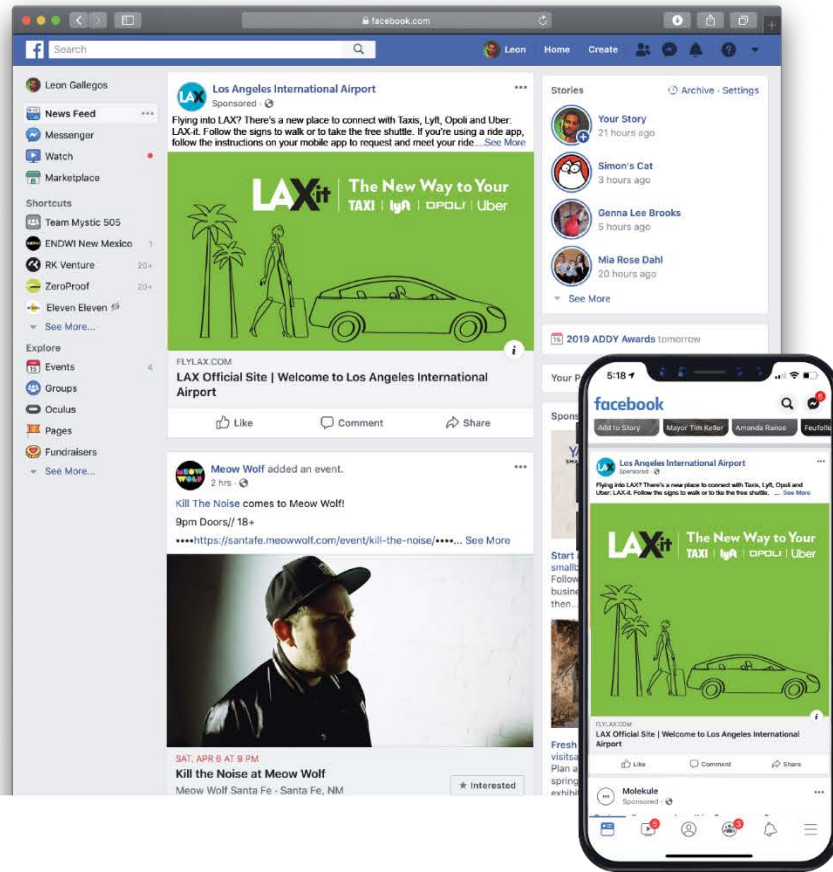






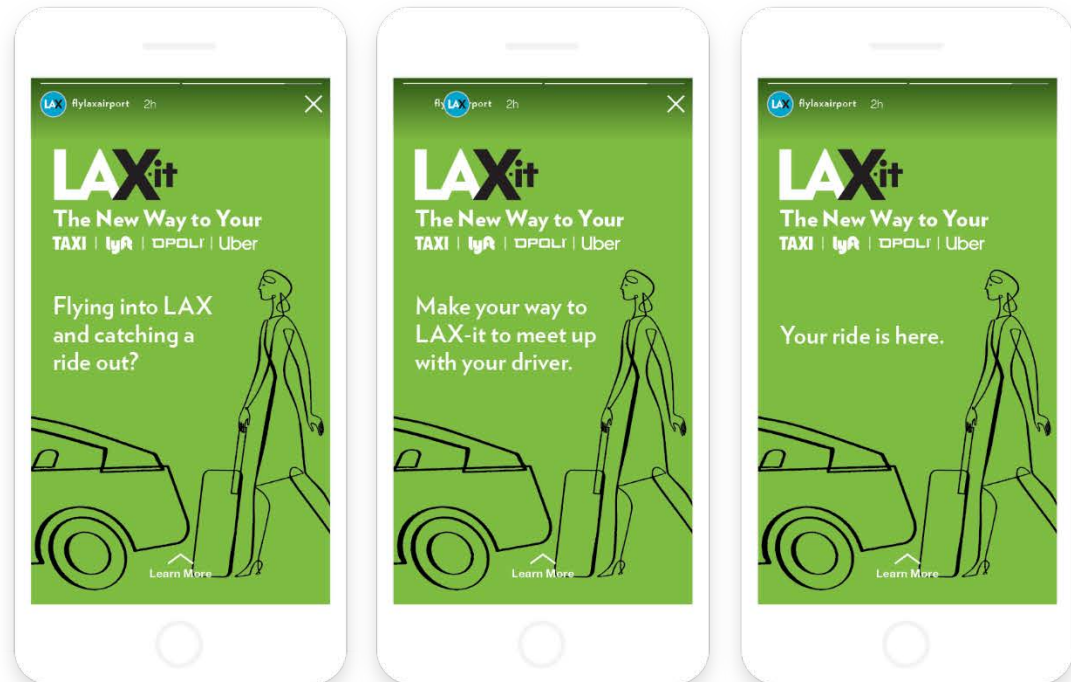
## FACEBOOK NEWSFEED

With animated illustration.

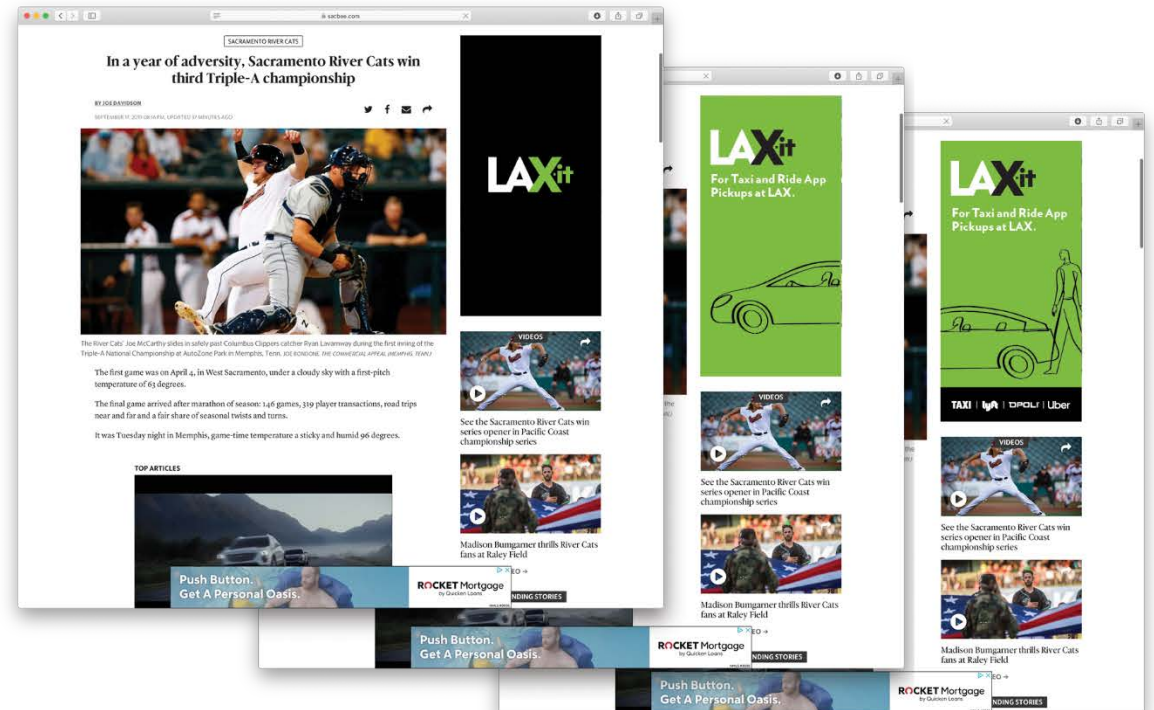
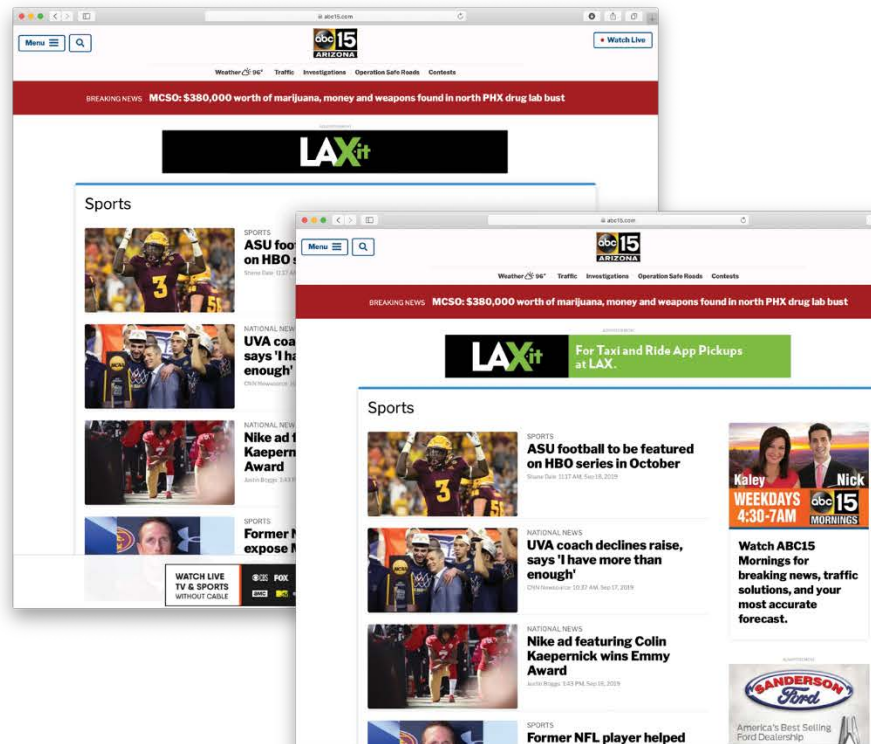


## INSTAGRAM STORIES

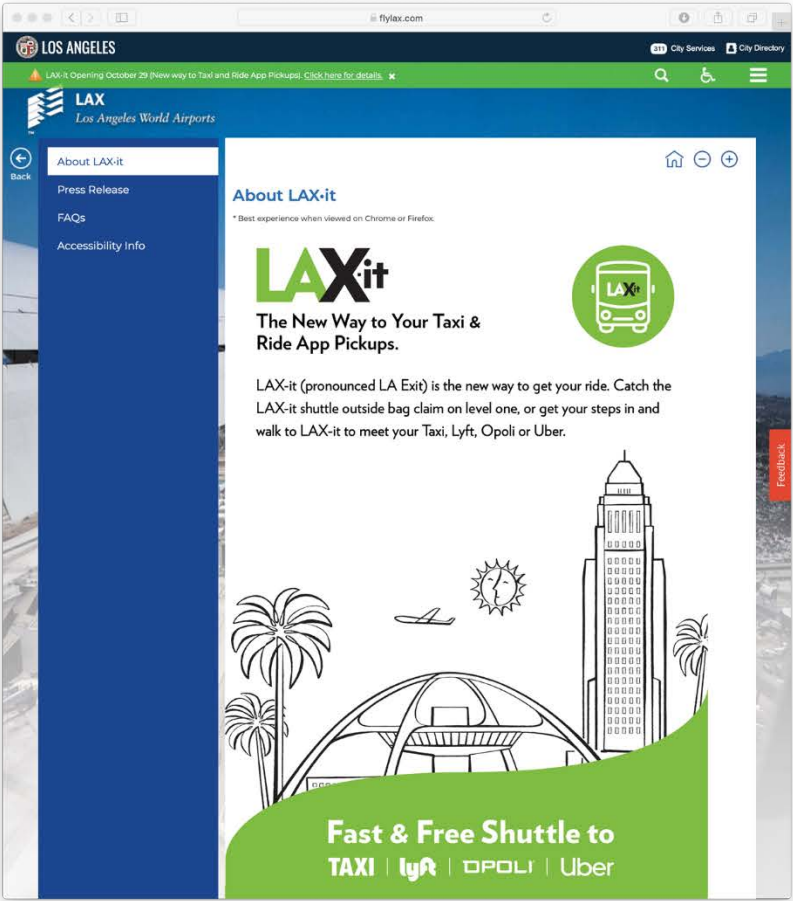
With animated illustration.



## ANIMATED DIGITAL ADS







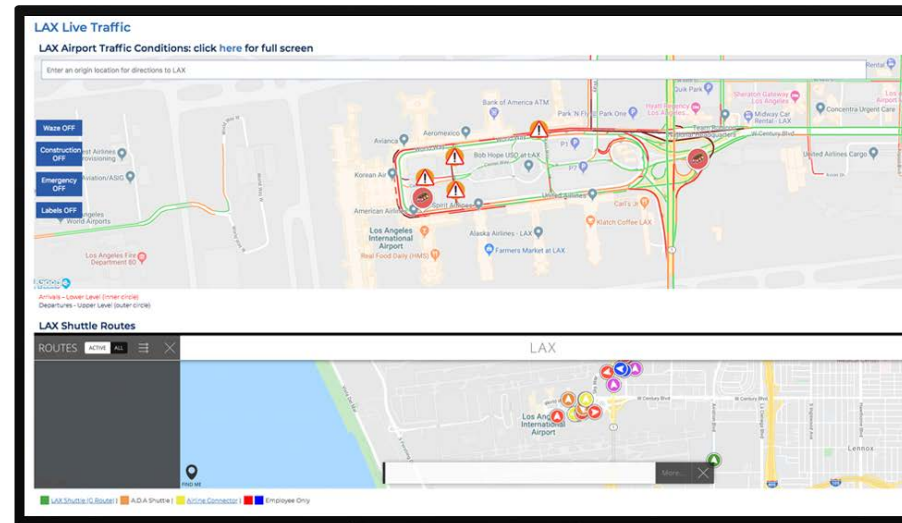
# KEEPING IT REAL

@FlyLAXStats

Real time shuttle tracking

Real time traffic and construction

Real time (WAZE) map and drive info.





# Flying to LAX?





# The Future of LAX - 2023





