

#FLY TUPELO



TUPELO

REGIONAL AIRPORT

As Sweet As Tupelo Honey

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EXECUTIVE SUMMARY

The Tupelo Regional Airport has been an active airport for over 65 years. The Tupelo Regional Airport reopened its doors in 2016 offering five daily flights to Nashville, TN. The Tupelo Regional has been inspired to change the way airports operate by making it the most hospitable regional airport in Northern Mississippi. After receiving an astounding amount of feedback from our research, we created a campaign that integrates digital and print advertisements, sponsorships, and an event to bring Tupelo together, to display the hospitality Tupelo Regional Airport has to offer. Our goal is to reposition the Tupelo Regional Airport as a sweet flight experience destination that will be desired by our consumers that want their experience to be sweet, simple and sensible.

THE CHALLENGE

Drive awareness to the Tupelo Regional Airport by increasing plane enboardments by **20%** in North Mississippi.

RESEARCH FINDINGS

The P5 Marketing Team spent a total of five weeks conducting research through surveys of family, friends, and acquaintances affiliated with travel in Northern Mississippi. Through a series of survey questions, our primary research, as well as secondary research methods, the team gathered consumer insights on what influences one's decision to fly instead of drive, what contributes to an experience at an airport, and what helps maintain customer loyalty to a certain airline or regional airport. This information provided support for the creative direction of the campaign and helped develop a specific target audience of consumers that need to be reached and marketed to in order to further the success of the Tupelo Regional Airport.

PRIMARY RESEARCH

- Only **22%** of people surveyed use a plane as their most common form of transportation.
- **Destination, distance, and price** are the most common factors influencing how people travel.
- Only **14%** of people surveyed primarily travel for business, the remaining **86%** mainly travel for leisure.
- About **40%** of consumers surveyed said that a bar or grill positively influences their experience at an airport, particularly if they have a layover or a reason to meet someone there. The other **60%** were not affected.
- Only **6** people interviewed out of 50 had not ever heard of the Tupelo Regional Airport

SECONDARY RESEARCH

- In any re-branding journey, the passenger journey and experience is just as valuable as the brand.
- "Customer service and passenger experience is a critical component for all airports." Changing customer profile is the reason for these trends.
- Key components that make today's airports more successful are: newer facilities that accommodate more passengers, incorporate local food and beverage offerings and offer easy access.

TARGET AUDIENCE

SWEET. SIMPLE. SENSIBLE.

P5 Marketing's target audience for the Tupelo Regional Airport is Northeast, Miss. residents who want affordable and convenient air travel. As the main transportation hub of Northeast, MS, we would like to expand services to Mississippi universities for business and leisure. The Tupelo Regional Airport is a place for people who want to get from point A to B without all of the strings attached. These people value job security, aim for improved work-life balance and appreciate building relationships with suppliers. Long, drawn-out arrangements is something our target audience tries to avoid. The key objective is to gain loyal customers showcasing the airport's sweet-as-honey hospitality by providing a warm, welcoming yet simple, travel experience.







SENSIBLE SAM

- Middle salary.
- Always connected via smart-phone.
- Active on social media.
- Knows exactly what he wants and needs in the workplace.
- Bustling social life.
- Value for money is crucial.

COMPETITION

Our team understands that timeliness and service are key characteristics that influences travelers' overall experience. Tupelo Regional Airport strives to provide exceptional customer service and create a memorable passenger experience. It embodies key characteristics that contribute to making one's flight oh, so sweet.



AIRPORT	 LOW PRICE	 QUICK CHECK-IN	 FREE PARKING	 SERVICE
Tupelo Regional Airport	✓	✓	✓	✓
Memphis International Airport	✗	✗	✗	✓
Golden Triangle Regional Airport	✗	✓	✗	✓

KEY INSIGHTS

Respondents of our group survey helped us to gain further insight into the reasons why they would choose one airport over another. These insights further helped us determine the type of experience that the Tupelo Regional Airport could offer customers that would make themselves stand apart from the rest.

CULTURAL CONSISTENCY THAT STICKS

Our audience is more likely to utilize and become excited about visiting a place if it is more of a cultural experience. Part of drawing consumers to the Tupelo Regional Airport is making it a true destination, not just a stop along the way. Of course, the city of Tupelo hosts events that celebrate Elvis Presley in his birthplace that draw people from all over the country, but there is great potential for the airport itself to be a destination that celebrates Elvis and capitalizes on the culture that his legacy has created there.



"In any re-branding project, the passenger journey and experience is just as important as the brand" -Powesland

KEY INSIGHTS



A SWEET DEAL

- When price was a determining factor for most respondents and very few of them were aware of the Tupelo Regional Airport's rates and pricing, there was an evident gap in communicating to a relevant target audience.
- **"I have heard of the Tupelo Regional Airport before but nothing special or specific, just that it exists."**
- **"I've never seriously considered flying out of it. My first inclination when looking up flights is to check the Memphis airport, Birmingham, Atlanta, or even Nashville if I'm flying somewhere I cannot drive to."**



A SWEET EXPERIENCE

- It was evident that trend-makers, those traveling into the state of Mississippi as well as Mississippi locals, valued and expected hospitality to be a key ingredient of their experience. Whether they were born and raised to appreciate a warm welcome or they have merely heard tales through the traveling grapevine, their level of comfort and feeling of being welcomed should remain constant when traveling into "The Hospitality State".
- **"I have enjoyed the customer service, ease of travel, cheap fares and safe travel experience"**

BIG IDEA: CATCH MORE FLIGHTS WITH TUPELO HONEY



Mississippi is known for their hospitality, hence why it is named the hospitality state. At the Tupelo Regional Airport, we want hospitality to be the foundation of the airport and sweetness to be the culture we exhibit to our customers.

Positioning the Tupelo Regional Airport as a hospitable place versus a basic airport re-frames the perception of the Tupelo Regional Airport by showing the compassion, concern, and sweetness the Tupelo Regional Airport has for its customers.

With a total brand enhancement, engaging advertisements, elevated imagery, community events and first-class services, we will make the Tupelo Regional Airport the first and foremost in the eye of consumers, the one and only airport hub of North Mississippi.

The Tupelo Regional Airport wants to bring you hospitality by making your flight experience as sweet as Tupelo honey and allowing you to be able to catch more flights with Tupelo honey.

PAID MEDIA- PRINT AD

INVITATION OXFORD & MISSISSIPPI MAGAZINE



Print ads are a great way to maximize awareness of a company to a particular target audience. P5 marketing team strategically chose the two magazines that would increase viewer exposure to our target market.

Invitation Oxford is a local Oxford lifestyle magazine that is used for events, news and more. Publishing a full page print ad would increase awareness to those of the Oxford area that have an interest in what goes on in and around their community.

Mississippi Magazine is a bimonthly publication that celebrates all things Mississippi. The content in the magazine ranges from beautiful homes, to Mississippi history, to food and gardens, and more. A print ad in Mississippi Magazine would reach a wider range of our target audience, including those that live outside of the Oxford area.

PAID MEDIA- BILLBOARDS

OXFORD, MS

Billboards can be an excellent way to increase brand awareness if you are trying to reach large audience and viewer exposure. To increase awareness of the Tupelo Regional Airport to citizens of Oxford and Ole Miss students, P5 marketing team designed billboards that would spark an emotional connection within the community of Oxford and Lafayette county.

There are three versions of the design for each of the sports. Each sporting season will have its own billboard advertising for the Tupelo Regional Airport, as well as the team. Hotty Toddy!



PAID MEDIA- BILLBOARDS

HIGHWAY 6 & I-28



When advertising on billboards, it is important to pick a location along a well-traveled road that is aimed towards the target audience. P5 Marketing Team has done that by placing our billboards on the two most frequently traveled highways by our target market.

One billboard will be located along Highway 6 heading from Batesville, just before the Oxford city limits. It is a Highway that is traveled by a large majority of the people that are visiting or residing in Oxford.

A second billboard will be placed on I-28 near Tupelo to remind those travelling from the East that they can fly into and out of Tupelo.

PAID MEDIA- COMMERCIAL

ADVERTISEMENT STORYBOARD



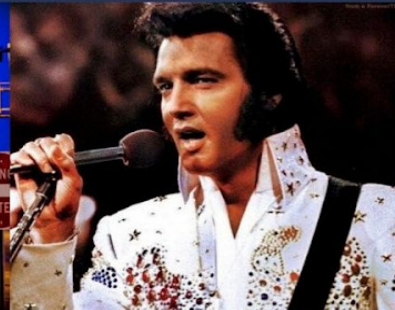
ADVERTISEMENT STORYBOARD



(Airplane flying in during sunset)
Voice-Over: "Welcome to the
Tupelo Regional Airport".



(Pan over the city of Tupelo)
Voice-Over: "Tupelo is a place of
hospitality, southern charm, and
All-America city values".



(Show a clip of Elvis singing muted)
Voice-Over:
"Our flights are as sweet as Tupelo honey
and our service is as humble as Elvis's spirit."



Voice-Over: "Whether you're coming to Tupelo
to see where Elvis was born or heading down south
for a football game, we're the airport
you should touchdown in".



(Showing staff help passengers)
Voice-Over: "We're here to help make
your flights easy and sweet".
"background music playing
throughout the whole commercial"



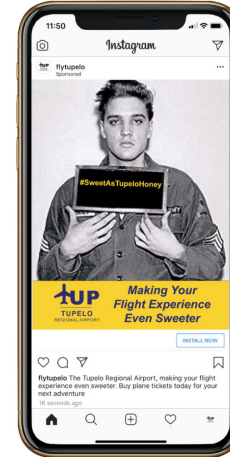
(Airplane taking off & pans out ending
with the logo being shown)
Voice-Over:
"We're the Tupelo Regional Airport,
making your flight experience even sweeter".

P5 Marketing Team created a 30 second commercial to generate awareness of the Tupelo Regional Airport. The commercial will air on WTVA News, the local news hub of North MS. The storyboard will show the hospitality and the perks of flying with Tupelo Regional airport.

SOCIAL BOOST



EXAMPLES OF HOW TARGET ADS APPEAR ON FACEBOOK AND INSTAGRAM



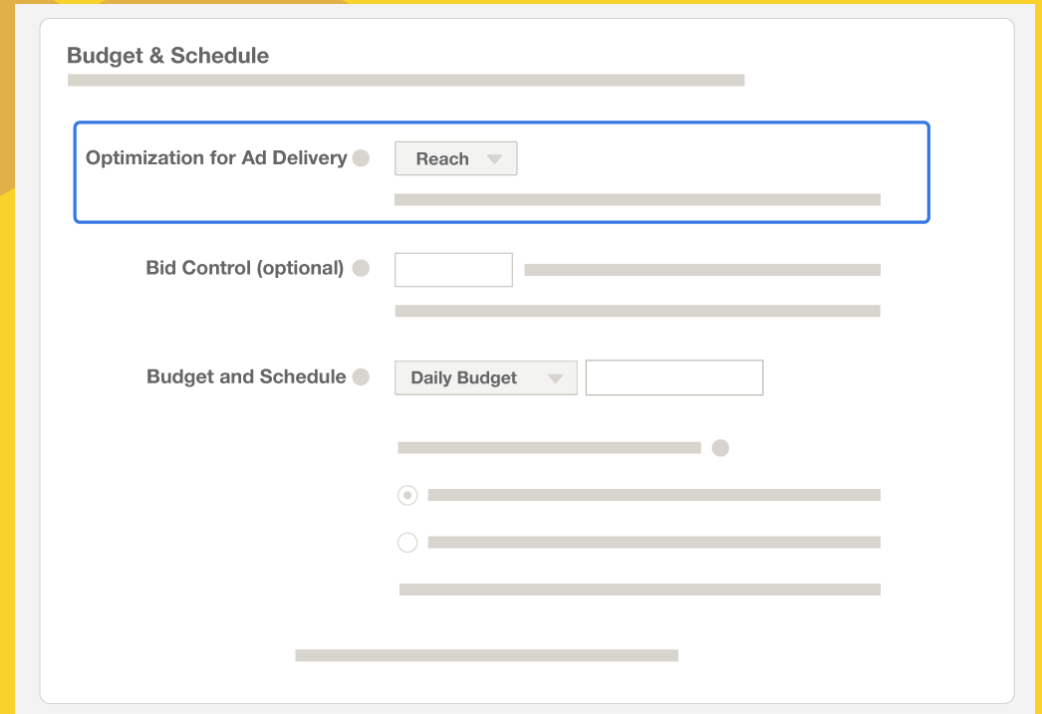
This is an example of Instagram and Facebook target ads will appear to your audience on a mobile device. For people interested in buying plane tickets, they can click the “Buy Now” call to action ad that is displayed on the Facebook example. For downloading the Tupelo Regional Airport app they can click the “Install Now” call to action as that is displayed on the Instagram example.

The “Buy Now” will be displayed of both mobile and desktop devices, but the “Download Now” will only be displayed on mobile devices for the app.

SOCIAL BOOST

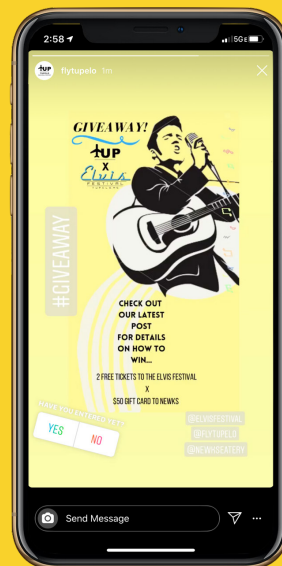
OPTIMIZATION ON FACEBOOK

Facebook is a great platform to use because it allows the businesses to choose the optimization for your ad delivery. A few of the optimization options you can choose from include, link clicks, where your ads are primarily shown to people who are likely to click on them, then there is impressions where they show your ads as often as possible, next is audience reach, where they deliver your ads in a way that helps you reach as many people as possible, and the last example that is the most recommended is app installs optimization, this option will deliver your ads to people who fit your target audience to help you get the most app installs at the lowest price.



The image shows a screenshot of the Facebook Ads 'Budget & Schedule' section. The 'Optimization for Ad Delivery' dropdown is set to 'Reach' and is highlighted with a blue border. Below it, the 'Bid Control (optional)' section has a slider set to the minimum. The 'Budget and Schedule' section shows a 'Daily Budget' with an input field and a slider. There are also radio buttons for 'Lifetime Budget' and 'Daily Budget'.

INSTAGRAM STORIES



SOCIAL STRATEGY

PAID INSTAGRAM & FACEBOOK ADS

Today, Instagram and Facebook are two of the top social media platforms in the world. Businesses use these platforms to expand their target audience and promote awareness everyday. 75.3% of U.S businesses will use Instagram in 2020 and the advertising reach on Facebook is as higher than ever and has increased by 37% in the last year. Impressions are rising and ad prices are dropping.

Facebook Stats



- Users **65 years and older** are the fastest-growing group on Facebook
- **74%** of Facebook users are high-income earners
- **94%** of Facebook Ad revenue is from mobile
- **6%** of Facebook's Ad revenue comes from only desktop users

Instagram Stats



- **200 million** Instagram users visit at least one business profile daily
- Instagram's potential advertising reach is **849.3** million users
- Advertisers can reach a youth audience of **52.9 million**
- **73%** of teens say that Instagram is the best way for brands to reach them

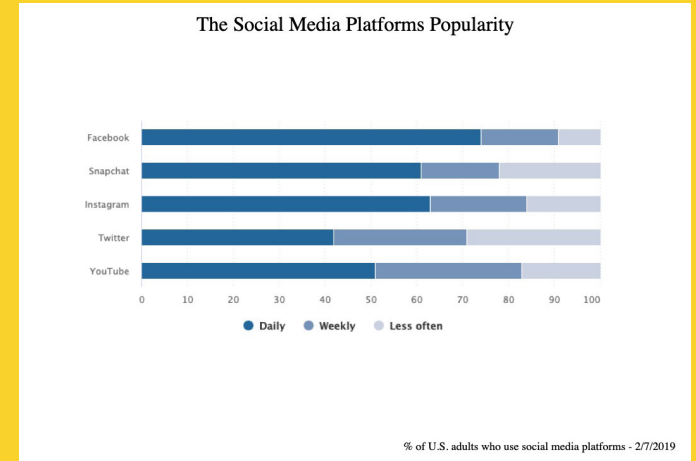
SOCIAL STRATEGY

BAD POSTING TIMES FOR FACEBOOK AND INSTAGRAM



Instagram:

- **Days:** Monday, Wednesday, Thursday, Friday
- **Times:** 10am-11am, 2-3pm, weekday mornings at 5am
- **Thursday** is the peak of the week
- Plan around people's **work schedule** when using Instagram as one of your ad platforms
- **Lunchtime** is a peak time for user engagement on Instagram. People are more likely to check their feeds when they are taking a break
- Instagram posts published right **after working hours** tend to get more engagement as well. Most users are checking their feeds on their commute home or when they get home from work



Facebook:

- **Days:** Wednesday, Thursday, Friday
- **Times:** 9am, 12pm-4pm, 8pm
- People often engage on Facebook **in the morning** and the **middle of the evening**. Most likely when they are commuting or procrastinating at work and when they want to relax at home after dinner.
- The majority of studies showed that Facebook usage and engagement peaks during **early to mid-afternoon hours**

SOCIAL STRATEGY

TARGETED AND BOOST POSTS ON FACEBOOK AND INSTAGRAM

P5 Marketing Team has the goal of boosting the Tupelo Regional Airport's presence on social media by using Facebook and Instagram to promote ads. These two platforms are the most effective in expanding reach for businesses. Facebook and Instagram are the best options for promotion because they target users based on what they like, their recent searches, location, demographics, interests, behaviors, and more. Boosting your posts can select the target audience you're aiming for, and it can drive more engagement to the post and help it rank better on your followers' feed.

Facebook:

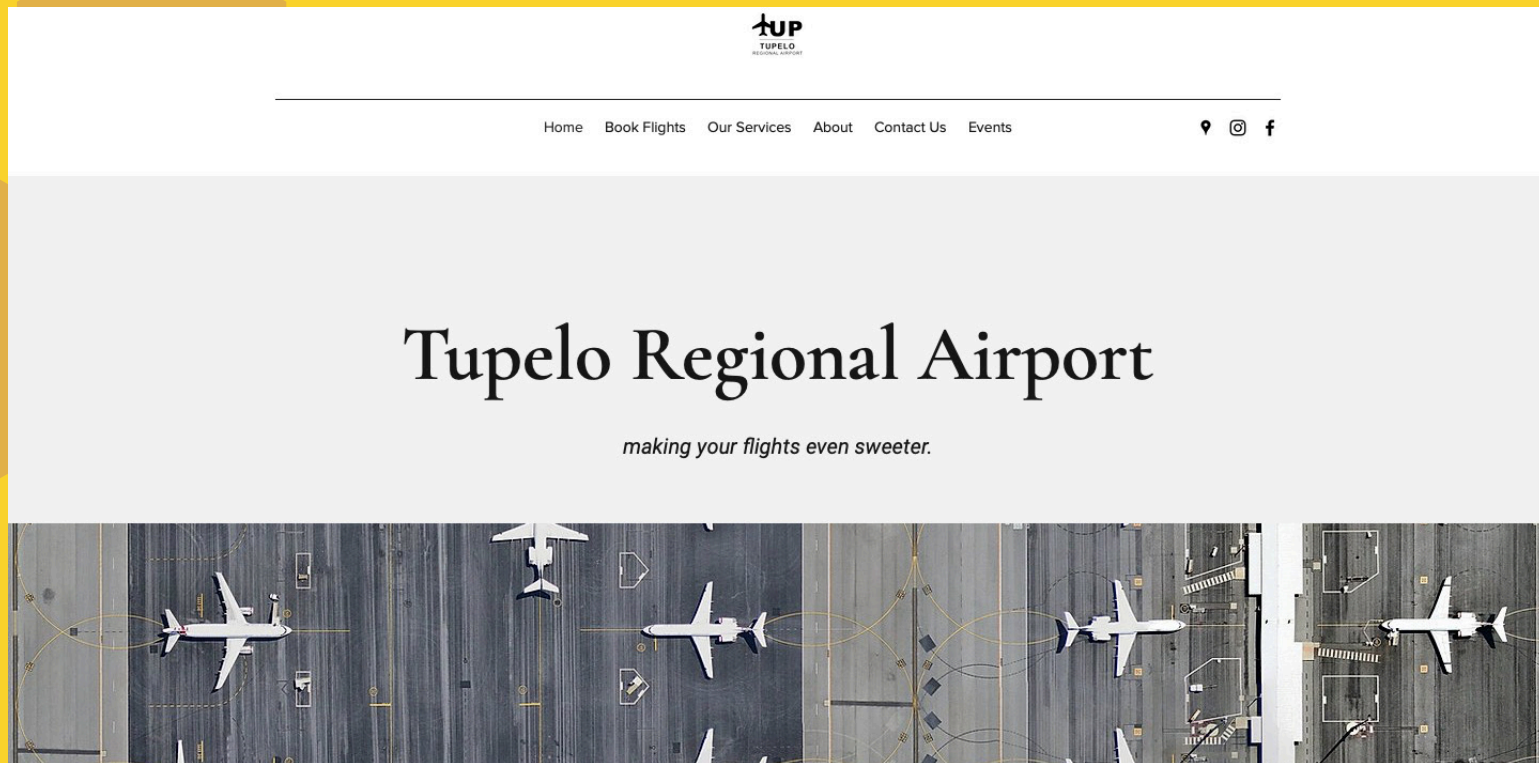
Facebook has the option of boosting/promoting your posts, which is great to get reach your target audience. The good thing is you really don't need to pay for every single post, it should be when you post about special offers, events, or even giveaways that way people's interests are peaked about what you have to offer. P5 Marketing recommends that the boost posts you want to spend the most money on should get more people to download your app and it should also increase traffic to the Tupelo Regional Airport Website to purchase plane tickets.

Instagram:

Instagram also is great for boosting your brand on its platform, and Tupelo Regional Airport can do more than just a simple Instagram post, you can promote via Instagram stories, photo ads, video ads, carousel ads, and you can even put ads into people's explore pages. By having these options the people who see them can click on them and it can take them directly to the Tupelo Regional Airport Instagram page or the ad can be set to take them directly to the website.

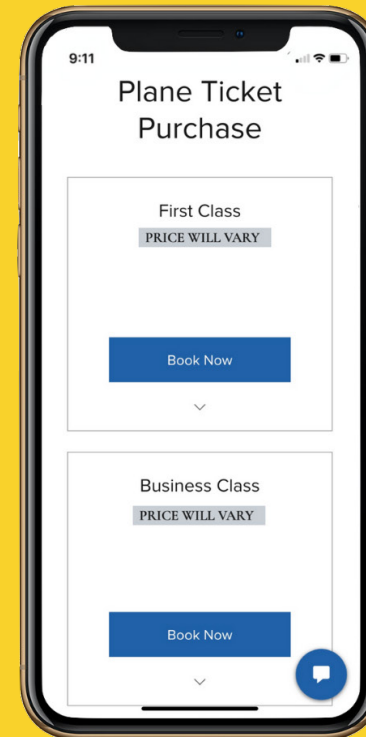
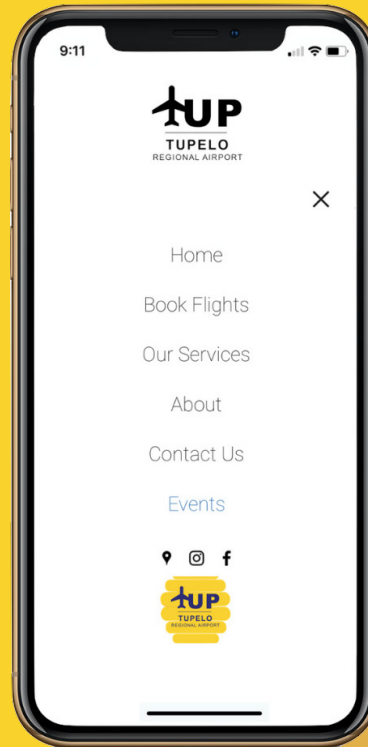
WEBSITE REFRESH

Giving the Tupelo Regional Airport a website refresh can make a big impact on the site's overall look and feel to users. P5 plans to give the website an entirely different look with the new logo we created, using accents of blue, white, gold, and black for a more professional aesthetic. Along with the website our plan will incorporate an app that complements the website. Updating the website is important to attract the target market and expanding the airport's reach.



APP FOR AIRPORT

Creating an app for your business is essential for growing your brand. Having a mobile app as a part of your platform can benefit you in many ways, it brings a lot of information to your business about your customers. An app can collect data about your market's demographics and locations. Not only will you learn more about your market, but you can give them information about plane tickets, services, events, etc. In the past year, sixty-one percent of travel app bookings were completed via mobile app of consumers in the U.S.



AIRPORT ACTIVATIONS



Luggage Assistance

As well as offering two free carry-ons onto the plane, we are providing luggage assistance from the moment you step out of your car to stepping into the plane. This free service helps literally take a load off your back and a sweet experience to relax.

Complimentary Wifi:

We want to provide all customers with complimentary Wifi. Making your connections stronger and your experience sweeter.

TUPELO FREQUENT FLYERS CLUB

At the Tupelo Regional Airport, we want to make your flight experience sweet by providing additional services to our customers.

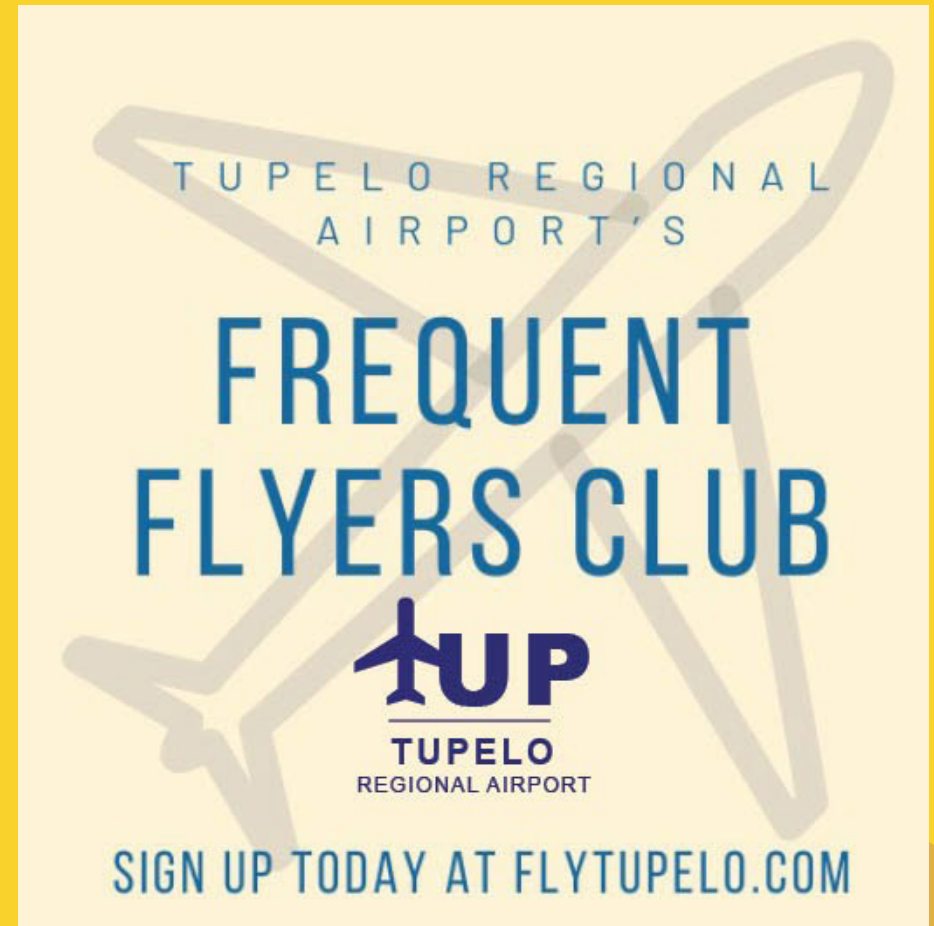
The Tupelo Frequent Flyers Club is as sweet as first class. After completing four months in the Tupelo Frequent Flyers Club, you will receive a free flight and so on.

Eligibility:

You must purchase four flights every month to receive a FREE flight after you receive your confirmation numbers.

Rewards:

- Complimentary beverages on flight and alcohol is included.
- First priority seating
- Eligible for pre-check (must apply)



COVID-19 SAFETY PRECAUTIONS

The Tupelo Regional Airport is committed to the health and safety of all customers, employees, and local Tupelo residents. With the novel concern of the Corona-virus pandemic in our country, it is of utmost importance to take strict measures and precautions that will protect those that we care about most.



- Our cleaning staff will be increased and will disinfect all major areas of traffic before and after each departure.
- Because we have a smaller facility and contact is more frequent with other people, we will ensure the protection of our passengers by keeping security checking stations six feet apart.
- Through our social media platforms, Facebook and Instagram, we will promote these new guidelines.

BRANDED EXPERIENTIAL EVENTS

ELVIS ART COMPETITION

The Elvis Art Competition is for all children residing in Tupelo, MS from ages 8-18. The purpose of this competition is to bring everyone together at the Tupelo Regional Airport to reveal the winners and all the contestants' hard work. The contestants will make their own version or replica of Elvis during the month of Jan. Each contestant must send in a picture of their art work along with name, date of birth and school by 10am Jan 31st to Tupeloairportpr@gmail.com. The event will start at 5 pm and will end at 7pm. There will be refreshments, tours of the airport and Elvis impersonators.

- **Cost to participate:** Free
- **When does it start?** Jan 1st, 5pm
- **When does it end?** Jan 31st, 7pm
- **Winners announced:** 6pm



TUP
TUPELO
REGIONAL AIRPORT
PRESENTS THE...

Elvis Presley
**ART
COMPETITION
JANUARY
2021**

INFO

Hosted at the Tupelo Regional Airport inviting all Tupelo private schools, public schools, and homeschoolers to participate.

The winners will have their artwork hung in the Tupelo Airport.

All participants, family members and winners are invited to the airport on January 31st for the announcement of the winners.

Subject: Create a piece of artwork of Elvis Presley to be hung in the Tupelo Airport

Rules:

The individual must do all work without noticeable help. Must be between the ages 8-18 Submit artwork in the last week of January.

Deadline January 31st.

SPONSORSHIP OF THE ELVIS FEST

The Tupelo Regional Airport will sponsor the Elvis festival to show community support and the celebration of Elvis. We will pay \$5000 to sponsor the event. This will allow us the maximum media coverage including our logo on tents, banners, the stage, the Elvis Fest website and all media binds. It will also include 12 VIP tickets. With having over 10,000 attendees it will benefit the Tupelo Airport by gaining good press and exposure.



ELVIS FESTIVAL 2020

SPONSORED BY



WELCOME TO THE ELVIS FESTIVAL 2020

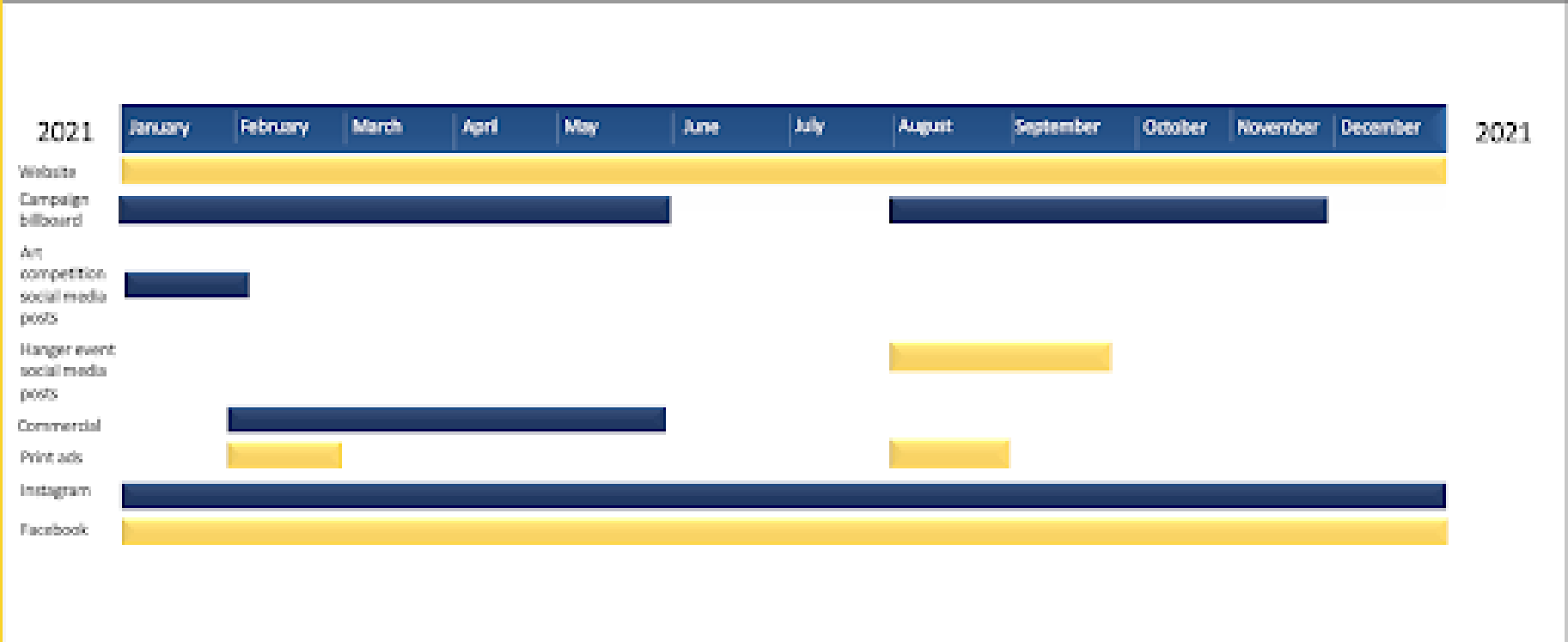
SPONSORED BY



#SweetAsTupeloHoney



MEDIA PLAN CALENDAR



BUDGET

• Print ads	\$7,590
• Billboards	\$23,247
• The Hanger Flyers	\$200
• Elvis Art Competition	\$963
• Website Refresh	\$15,000
• Airport App	\$3,000
• Commercial Storyboard	\$25,000

Total Budget

\$75,000



RETURN ON INVESTMENT



This campaign by P5 Marketing Team will generate awareness of the airport and increase the number of tickets purchased by 50%. The Tupelo Regional Airport added Lafayette county at 5% and this will increase travel from 5% to 10%. The Average ticket price is \$89-99 increasing flights in the year to 900 flights.

The Department of transportation of Lafayette county states with 22,000 residents, the total traffic for billboards reaches 80,000 impressions because of the 14-minute drive to work each day. Increasing the impressions will raise visibility for the Tupelo Regional Airport. With over 18,000 students on campus would mean 60-75% would pass the billboard located in Lafayette county. This will generate awareness of the Tupelo Regional Airport.

The 30-second commercial on WTVA will reach a thousand viewers for every \$5 spent making it reach 5000 viewers. The commercial will increase the awareness of the Tupelo Regional airport to the people of north Mississippi and its guests with an engaging and entertaining commercial.

The Elvis Art Competition will bring the community of Tupelo together at the Tupelo Regional Airport. Hosting this event will bring awareness of the airport and will allow people to physically see the airport.

The promotion of Newk's eatery will increase awareness of the airport and the access to food for locals surrounding the airport and the customers of the airport.

ADDITIONAL ADD-ONS

TUPELO REGIONAL AIRPORT ROOFTOP BAR



THE HANGER

TUP ROOFTOP BAR



- Aesthetic will be based on airplanes, airports, and the flying experience as a whole
- Themed around Elvis memorabilia and Tupelo history such as Diplo and Rae Sremmurd
- Drinks will be named after Elvis and aviation terms
- Seating arrangements, tables, and the bar will be made out of airplane parts
- Featured alcohol will all be from Mississippi, such as Cathead and Wonderbird

