



NEW BRANDING TAKES FLIGHT Case Study: Richmond Executive Airport

CHANGE OR DIE

Several years ago my brother lost his job building airplanes at Piper Aircraft in Florida because of the trend of declining recreational air travel. Recognizing that a slow economy is the same culprit in Virginia and that it could be a long-term trend, Chesterfield County Airport recently underwent a complete branding overhaul to reach a new target - executive business travelers.

Emphasizing its central location, a short distance from downtown Richmond and other growing economic areas south of town, Chesterfield County Airport rebranded itself as "Richmond Executive Airport" and hired Holiday Signs to update its signage.

STYLIZED DESIGN FOR EXECUTIVE ATTENTION

Renovating the airport with a longer runway and better branding are two investments in the area's economic development that will reap dividends down the road by bringing in more corporate flyers.

Airport managers and the Department of Economic Development worked together on the final logo redesign.

Holiday Signs literally built brand awareness fabricating and installing the custom electric back-lit channel letters. Crisp, blue LED backlighting highlights the new stylized



NIGHT



DAY

AFTER



BEFORE

logo at night and reflects off architectural features of the building making for an interesting effect as travelers come and go, boasting the airport's new identity around the clock.

The airport is located at the interchange of Routes 10 and 288 in Chesterfield County, Virginia and is designated by the FAA as an official general aviation reliever for Richmond International Airport (RIC).

The name change will help establish the airport as the new executive gateway for Richmond business travelers and was part of a multi-million dollar project.

“We literally build brand awareness.”

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