



[CHALLENGE]

Since 2006, Witherspoon has provided creative and public relations services for the Fort Worth Alliance Air Show. For each of the four air shows that Witherspoon has been involved, there has been an effort to develop a campaign that would maximize attendance and raise the stature of the air show to be seen as one of the world's finest aviation events. With the opportunity to contribute for several years in a row, Witherspoon has used each subsequent event to refine and build upon earlier work.

[STRATEGY]

Develop unique campaigns that keep the event fresh each year. Create paid media plans that reach families, of all cultures, in Tarrant, Dallas and Denton Counties, the general public and aviation enthusiasts, all geared to maximize attendance. Manage the public relations efforts to ensure a well-organized plan for media visits, coupled with continuous improvement in logistics and site management, and use of new media technologies.

[SOLUTION]

Witherspoon has produced a wide variety of campaigns that have focused on specific themes from year-to-year. Our creative work has evoked images of patriotism; the gracefulness of flying; and the sheer energy of flight deck operations. Witherspoon makes special efforts to ensure that the campaigns build excitement for the flight demonstration team that is featured each year (U.S. Navy Blue Angels or U.S. Air Force Thunderbirds). In addition, Witherspoon has used past experience to maximize the paid media plan each year and incorporate new technologies including digital billboards in 2009. For 2008, Facebook and Twitter pages were integrated into the public relations effort and provided regular updates regarding performers and show times. Following the 2009 show, the Facebook page had more than 1,000 unique fans linked to its profile.

[RESULTS]

The Fort Worth Alliance Air Show has grown to become one of the top-10 public events in the North Texas region, with attendance topping 190,000 over the two-day event. Earned media for the event garnered front-page stories in each of the area's major newspapers, and each of the major local news stations covers the event throughout the four day effort. The Fort Worth Alliance Air Show has become a North Texas tradition and Witherspoon is proud to be an important part of the event's success.

