



Challenge

The Fort Worth Alliance Air Show had been produced by the American Heritage Association for 18 years when the City of Fort Worth approached Alliance Aviation Services about taking over production. Alliance Aviation Services took over the producer role for the air show and looked to Witherspoon to design all advertising and marketing pieces, as well as lead the public relations effort.

Strategy

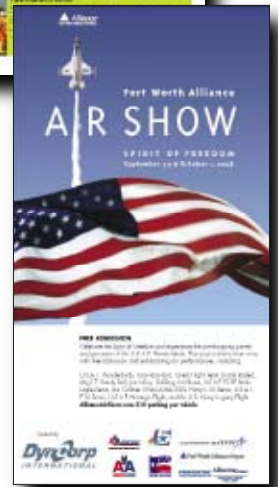
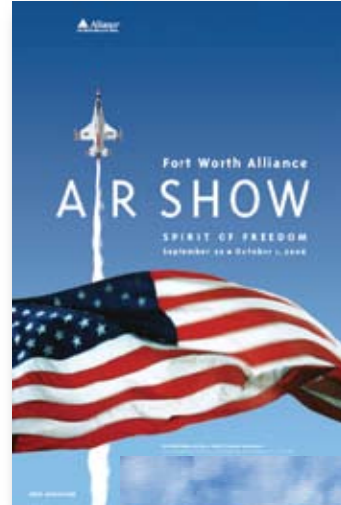
Reach families in Tarrant and Denton Counties, the general public and aviation enthusiasts to raise attendance levels higher than any previous show. Focus on one key element: for the first time ever, admission was free and set this air show apart from any other in North Texas.

Solution

To create awareness that the air show would be much different from years past, a fresh, clean creative campaign was produced and strategically placed throughout the Dallas-Fort Worth Metroplex. The campaign was promoted through print, outdoor, radio and TV. The aggressive public relations effort targeted TV, radio and regional newspapers.

Results

Media coverage was extensive. Every TV-network affiliate aired a unique story the week before the show or the weekend of the show, and the Dallas Morning News and the Fort Worth Star-Telegram wrote multiple stories. Attendance was record-setting with more than 190,000 people visiting during the two-day run. Most importantly, the 2006 Fort Worth Alliance Air Show established itself as the premier aviation event in North Texas.



advertising
public relations
consulting
interactive

