

Case Study | LEA

80:20

Background

London Executive Aviation (www.flylea.com) is one of Europe's largest executive air charter operators. From six bases around London its fleet makes over 500 flights per month to more than 1,200 continental European destinations.

Significant growth in private aviation has attracted greater competition, both from rival charter firms and from businesses with unconventional business models. LEA's marketing objectives are to defend and grow the for traditional air chartering; to extend its leadership within this; and to create demand for its pioneering introduction of a new generation of small, lower-cost 'Very Light Jets'.

Response

To support LEA's objectives we have implemented a PR strategy targeting three key groups: senior company executives, particularly finance directors, as potential passengers and the ultimate decision makers regarding aircraft chartering; PAs and in-house travel managers, who hold responsibility for making executive travel arrangements; and high net worth individuals, who, as existing or potential aircraft owners, may place their planes with LEA for management.

To complement this push and strengthen the firm's credibility with national media, we have significantly increased the volume and quality of LEA's coverage in the aviation trade press.

We have also worked to increase the firm's visibility to the investment community to help give LEA added flexibility in its future fundraising.

Lastly, we have helped LEA establish an appropriate online presence, with the creation of a new and improved website and measures to begin supporting its search engine rankings.



Results

Highlights of the programme to date include:

- Coverage for LEA's new VLJ fleet in media including the Sunday Times, The Times, Financial Times, Daily Telegraph, Business Traveller and GQ, in addition to extensive aviation media coverage
- Feature articles in Accountancy, Accountancy Age, Finance Director Europe and Financial Times making the case for aircraft chartering to finance managers and directors
- LEA interviewed by ITV News and The Times about the Government's purchase of private aircraft for Government use
- LEA interviewed by CNN World Business Today, BBC TV News, The Guardian and Flight International about the impact on corporate aviation of 2006's foiled Heathrow bomb plot
- Corporate positioning: sponsored student design project with Coventry University to design 'the private jet interior of tomorrow'. Output packaged as media story, corporate brochure and centrepiece of 10th anniversary industry reception
- A far higher profile in the aviation trade media, including regular coverage for news announcements and at major international trade shows
- Press releases and articles distributed online to support profile and search engine rankings
- Content drafted for new corporate website, marketing brochures and in-flight literature

Client Verdict

"80:20 is a very proactive firm. They've devised some highly creative approaches to help position us. They work hard to create opportunities and clearly care about our business."

Patrick Margetson-Rushmore, chief executive

