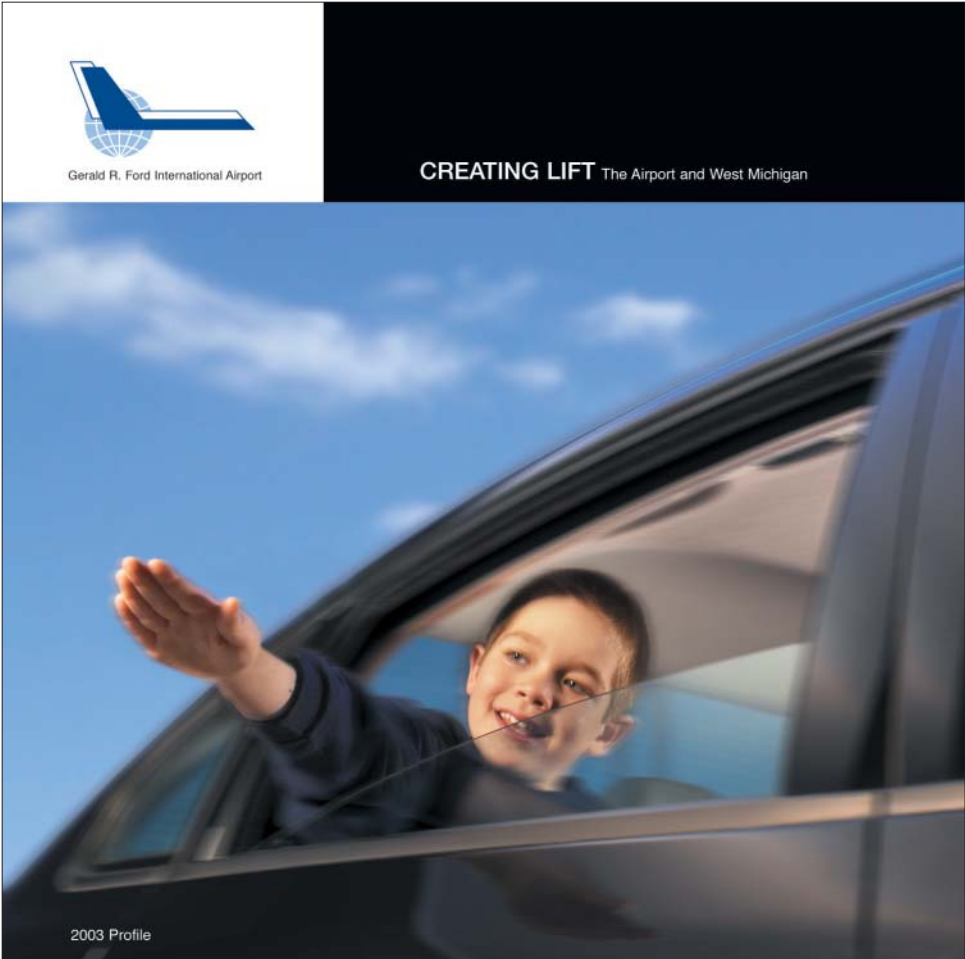



# Client Spotlight: Gerald R. Ford International Airport



Unless your flight is delayed, you probably don't give your airport a second thought. At Felder, we believed even an airport could be elevated from commodity status to one possessing important brand traits. The Gerald R. Ford International Airport, located in Grand Rapids, Michigan is a beautiful, modern airport, financially self-sufficient and healthy, with impressive growth statistics and even the distinction of being one of a handful of airports selected nationally to trial state-of-the-art scanning equipment. Not a bad start for an annual report. But by focussing on its value to the community in the 2003 annual profile, Felder really helped this airport take off.



**SECURITY CHANGERS & HAPPY TRAVELERS**

At the Gerald R. Ford International Airport, the TSA has implemented a variety of security measures to ensure the safety of our passengers and crew. From the use of advanced screening technology to the implementation of strict security protocols, we are committed to providing a secure and efficient travel experience for everyone who passes through our gates.

**WELCOME TO GRAND RAPIDS**

Grand Rapids is a vibrant city with a rich history and a bright future. Our airport is a key part of our community, connecting us to the world and providing a gateway to new opportunities. We are proud to be a part of a city that is constantly growing and evolving.

**WELCOME TO WEST MICHIGAN**

West Michigan is a beautiful region with stunning scenery and a variety of activities. Our airport is a central hub for exploring the area and enjoying all that it has to offer. We are excited to be a part of a region that is so full of life and potential.



**THE WEST MICHIGAN AIRPORT HAS BEEN REDESIGNED TO BE THE MOST EFFICIENT AND CONVENIENT AIRPORT IN THE REGION.**

The new design features a modern terminal building, expanded parking areas, and improved access to public transportation. These changes will make it easier for passengers to get to and from the airport, and will help to reduce travel time and stress.

**THE NEW DESIGN WILL ALSO HELP TO REDUCE THE AIRPORT'S CARBON FOOTPRINT.**

By incorporating sustainable design elements, such as energy-efficient lighting and green roofs, the new terminal building will help to reduce the airport's energy consumption and greenhouse gas emissions.



**COMMUNITY**

The airport is a vital part of our community, providing a gateway to the world and a source of pride for our residents. We are committed to working closely with the community to address any concerns and to ensure that the airport remains a positive presence in our lives.

**WE ARE COMMITTED TO PROVIDING A SAFE AND SECURE TRAVEL EXPERIENCE FOR EVERYONE WHO PASSES THROUGH OUR GATES.**

Our security measures are constantly evolving to keep up with the latest threats, and we are dedicated to providing the highest level of protection for our passengers and crew.



**THE WEST MICHIGAN AIRPORT HAS A LONG AND PASTORAL HISTORY.**

The airport was first established in 1916, and has since grown into one of the busiest airports in the region. Over the years, it has seen many changes, but its commitment to service and safety has remained constant.

**THE NEW DESIGN IS A TESTAMENT TO OUR COMMITMENT TO EXCELLENCE AND INNOVATION.**

The new terminal building is a state-of-the-art facility that will provide a more comfortable and convenient travel experience for our passengers. It is a testament to our commitment to providing the highest level of service to our community.



**COMMERCIAL**

The airport is a key part of our commercial sector, providing a gateway to new markets and a source of economic growth. We are committed to working closely with our commercial partners to ensure that the airport remains a positive presence in our lives.

**WE ARE COMMITTED TO PROVIDING A SAFE AND SECURE TRAVEL EXPERIENCE FOR EVERYONE WHO PASSES THROUGH OUR GATES.**

Our security measures are constantly evolving to keep up with the latest threats, and we are dedicated to providing the highest level of protection for our passengers and crew.



**FOR THOUSANDS OF COMPANIES ACROSS WEST MICHIGAN, THE AIRPORT IS NOW AS ESSENTIAL AS THEIR FRONT DOORS OR LOADING DOCKS.**

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**WEST MICHIGAN IS CURRENTLY HOME TO THE FORTY-FIVE LARGEST COMPANIES IN THE REGION.**

These companies are a testament to the strength of our economy and the quality of our workforce. We are committed to providing a supportive environment for these companies to continue to grow and thrive.


**WE ARE COMMITTED TO PROVIDING A SAFE AND SECURE TRAVEL EXPERIENCE FOR EVERYONE WHO PASSES THROUGH OUR GATES.**

Our security measures are constantly evolving to keep up with the latest threats, and we are dedicated to providing the highest level of protection for our passengers and crew.

**IN ADDITION TO USING COMMERCIAL AIRLINES, SEVERAL LARGE LOCAL COMPANIES INCLUDING FORD AND HAZELTINE HAVE MADE OPERATIONS PRIVATE AIRCRAFT OUT OF HANGARS LEASED AT GRR.**

**ACCORDING TO THE SELECTION MAGAZINE'S BEST AIRPORTS SURVEY, THE GRAND RAPIDS-MICHIGAN REGION WAS RATED AN A-1 AIRPORT IN 2002—THE HIGHEST RATED AIRPORT IN THE REGION.**

So, what has the airport done for Southwest Michigan lately? The answer is more interesting when you treat the airport like a brand, and not a utility. Felder conducted numerous interviews with airport personnel and community leaders to make sure that we understood the unique brand distinctions of the airport. It was our approach that enabled us to move from a traditional annual report format to this more engaging brand profile. For example, one learns that the airport serves as a cultural hub to some of the world's best entertainment and arts offerings. It is the center of a vibrant business engine, providing overnight delivery, access to the business talent and opportunities that may reside elsewhere, and opening up the local community to global markets and influences. It even makes fresh fish possible. In short, the Gerald R. Ford International Airport enriches our community, and Felder used this perspective to help enrich the brand.



**A RECORD 1,917,544 PASSENGERS TRAVELED THROUGH GRR DURING 2002.**

**IN THE PAST YEAR, TAKEOFFS AND LANDINGS AT GRR EXCEEDED 125,000—AN AVERAGE OF NEARLY 350 PER DAY.**

**THE GRAND RAPIDS AREA WAS RANKED #1 FOR HIGHEST MANUFACTURING EMPLOYMENT SHARE ACCORDING TO A NATIONAL STUDY DONE IN 2000 BY DEMOGRAPHICS DAILY. OVER 25% OF AREA WORKERS ARE EMPLOYED BY MANUFACTURING COMPANIES.**

**NEARLY 75 MILLION POUNDS OF AIR CARGO PASSED THROUGH GRR IN 2002.**

**APPROXIMATELY 200,000 POUNDS OF AIR CARGO PASS THROUGH GRR EACH DAY.**

## Branding on another level.

If you are looking to distinguish your brand. If you're looking to create higher perceived value for your brand. If you're looking for ways to achieve greater customer loyalty. Look up. Felder Communications Group.



Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Or visit us at [www.felder.com](http://www.felder.com) to see more examples of our brand-building successes.



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