

## SUCCESS STORIES



# Branding, Facility Graphics and Comprehensive Marketing

## Clarksville Regional Airport Takes to the Skies with Visual Storytelling

**BLF Marketing** conceived and implemented a focused strategy for branding **Clarksville Regional Airport** and its new \$4.5 million airport terminal/business facility. The goal was clear: position the airport to reflect its status as a modern regional aviation enterprise. BLF Marketing is proud to have played a role in **developing a contemporary new brand** while paying homage to the airport's storied past.



**BLF MARKETING**



# Clarksville Regional Airport

Montgomery County, Tennessee

*Connecting People*



BLF Marketing selected colorful, vintage aircraft images that celebrate the beauty of aeronautical design.

## MASTERFUL BRANDING TELLS A GREAT STORY

The launch of a new brand identity for Clarksville's municipal airport included a new name, **Clarksville Regional Airport**, a new logo and new marketing theme – **Connecting People**. These components are featured in the deployment of facility signage, website, videos, apparel and numerous other marketing components.

Over eight decades ago, with bright red 25-cent tickets in hand, nearly 5,000 people attended the grand opening of the Clarksville Airfield Station in June 1930. Today, upon entering the airport facility, one feels the strength of those roots.



## INSPIRATION TAKES FLIGHT

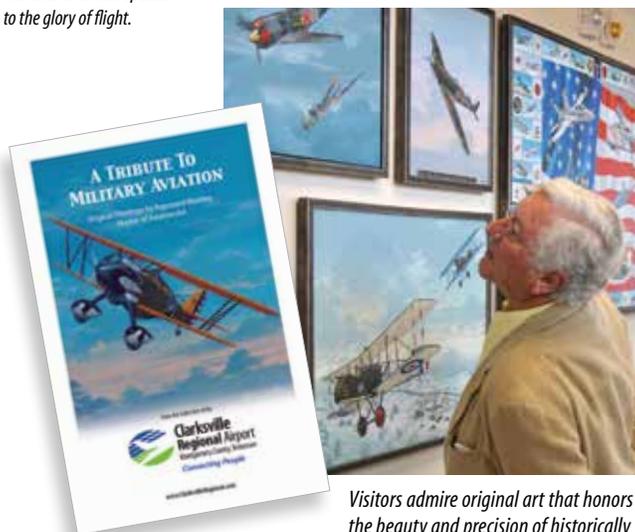
Suspended from the main terminal's 40-foot high atrium is a red 1932 Beechcraft Staggerwing biplane. Oversized fabric panels feature colorful photos of marvelous mechanical creatures of the air – 20th-century biplanes. BLF Marketing designed and coordinated a permanent gallery featuring original paintings of historic military aircraft by renowned aviation artist Raymond Waddey. A visual focal point of the community room is a mural that chronicles the airport's formative years, also conceived and designed by BLF. The overall effect creates an aura of authenticity and a rich local aviation heritage.

## OBJECTIVES:

Clarksville Regional Airport assigned BLF Marketing the challenge of developing a comprehensive branding program based on the authentic core of the airport – one of permanence and credibility. Building upon that premise, BLF created a brand identity that presents the airport in an arresting, modern fashion – essentially fusing the past and present. BLF applied a similar strategy to the development of a responsive design, user-friendly website.



The interior atrium speaks to the glory of flight.



Visitors admire original art that honors the beauty and precision of historically important military aircraft.



A 37-by-10-foot mural creates a striking visual chronology of the airport's early history.



Pilots Lounge



Wayfinding signs

Working closely with management, BLF successfully addressed two priorities identified in the airport's 10-year strategic plan:

- Assert Clarksville Regional's role as a key provider in regional transportation.
- Expand the airport's economic impact within its service area.

**BLF INVOLVEMENT:**

This jewel of an airport inspired BLF to create an environment that highlights its unique features. By engaging with customers, airport staff and pilots, BLF was able to interpret and create an environment that highlights the airport's unique features. BLF Marketing's role included:

- Creating the airport's new name and logo.
- Identifying marketing priorities, timetables for implementation and budget management.
- Developing and executing all exterior and interior signs and brand elements.
- Creating website with full adaptability to mobile devices.
- Conducting research for historic images and artifacts.
- Scripting and producing videos for marketing use.
- Producing a user guide for the historic aircraft art collection.



Front Door to Middle Tennessee - Clarksville Regional Airport



**AWARD WINNING VIDEO:**

BLF Marketing, along with Goodwin Productions, created a marketing video for Clarksville Regional Airport that was honored with a prestigious **Summit International Creative Award.**

The video highlights CKV as the "front door" for business development within the Middle Tennessee region.

The project was jointly funded by the airport and the Clarksville-Montgomery County Economic Development Council.



Watch the video at [clarksvilleregional.com](http://clarksvilleregional.com)



**RESULTS:**

Clarksville Regional Airport has benefited by working with BLF Marketing and has achieved successful results in key areas of its business. Notable outcomes include:

- **Significant increase in pilot and customer awareness** through an improved responsive-design website that provides real-time flight tracking, along with current aviation fuel prices and current weather.
- **Substantial increase in facility rental space income** by utilizing a web-based video tour and photo gallery of available rental space and online rental form.
- **Increased success in grant funding to facilitate airport improvements** by utilizing professionally prepared presentations that enhance credibility.
- **Increased fuel sales and maintenance services** through proactive website communications.



*BLF Marketing developed marketing communications strategies that helped the airport generate greater revenue through rental of the airport's community room and tech-ready conference room.*



*A responsive website provides easily accessible information about the airport's services.*



*"I view BLF Marketing's involvement in the growth of the airport over the past few years to be instrumental in our positive transition to a new brand with multi-level implementation. The results are undeniable with great community presence and increased airport traffic."*

**John Patterson, Manager  
Clarksville Regional Airport**



*Proactive communications promoted through the airport website has boosted fuel sales and services.*

Your Success  
is Our Success.



**BLF MARKETING**

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