

Little Rock National Airport

CHALLENGE:

With the higher fares and long security lines, customers of the Little Rock National Airport stopped viewing air travel as a happy experience, but more of a headache. Additionally, first-time fliers didn't know what to expect and were frightened by the experience.

SOLUTION:

We created an image campaign that put a "face" and a "personality" on the airport and its services. We wanted customers to feel that the entire airport personnel were committed to making their time in the Little Rock Airport a great experience. We used a photo shoot to help capture the message. The pictures portrayed the first people the customer comes in contact with including ticket counter agents, bag handlers, TSA security officers, etc. We also captured smiling individuals, families, business people to showcase that the airport could be a fun place and flying is still the best form of travel.

RESULTS:

This campaign worked very well with the new renovations of the Little Rock National Airport. Interestingly, the campaign not only improved the way customers viewed the airport, but also the way the airport personnel viewed the customer. As customer service improved, so did the level of customer satisfaction.



Restaurant 1620

CHALLENGE:

1620 Restaurant is an Upscale Fine Dining restaurant in Little Rock Arkansas. They also offer in-house catering services for Corporations, Businesses and Individuals in personal homes. 1620 asked us to put together a campaign that would communicate these services in a fresh, clean, professional way to attract new customers and refresh previous and existing clients.

SOLUTION:

After understanding the client's business goals and objectives, we determined it was best to use more than one marketing channel. First, we redesigned the website with a new look for the new branding campaign. Next we broke the segment into 2 groups: Corporate Catering and Personal Catering. CTW developed a targeted brochure that was sent to corporations with an invitation to come and have a free lunch to learn more about catering options. For personal catering, we developed a handbill that we printed and distributed throughout the city in specific areas.

RESULTS:

The Campaign worked very well. The FREE lunch for corporations was a huge success. On the day of the event we asked the representatives from each corporation to give us their next 5 events which were then used to develop catering proposals. More than \$75,000 in catering was secured in the first month. Personal catering was up more than double with the successful Guerilla marketing strategy. The website also served as excellent back-up as well as attracted new business with its new look and functionality.



Arkansas Minority Health Commission

CHALLENGE:

In Arkansas, Hypertension (High Blood Pressure), Diabetes, and Obesity run rampant in the African American Community. African Americans suffer more deaths as a result of these conditions than any other race or ethnic group, especially in the poorer, southern areas of the state. The Arkansas Minority Health Commission realized that countless lives could be saved if the public were more aware of alternatives to unhealthy foods as well as the signs and symptoms of stroke, diabetes, and heart attack.

SOLUTION:

CTW created Southern Aln't Fried Sunday's in partnership with the Arkansas Minority Health Commission. Using a cookbook with many of the classic soul food recipes that African Americans are accustomed to, but prepared healthy, we were able to enlist the support of the pastors of African American Churches and their first wives, and distributed the cookbook and other resources and information state-wide through the churches free of charge. We used all mainstream media, including television, print, radio and a very strong grassroots campaign.

RESULTS:

The Southern Aln't Fried campaign remains one of the most successful programs of the Arkansas Minority Health Commission. It has spread to include community centers, doctors offices, and other community resources. More importantly, it has helped African Americans in Arkansas recognize how eating habits affect their well-being and encouraged them to revisit their recipes and take control of their health.

