

ONTARIO

INTERNATIONAL AIRPORT

So Cal. So Easy.

REBRANDING, STRATEGIC PLANNING AND ADVERTISING

THE OPPORTUNITY

Ontario International Airport (ONT) is located in the Inland Empire, approximately 35 miles east of downtown Los Angeles in the center of Southern California. It is a full-service airport with nonstop commercial jet service to 18 major airports in the U.S. and Mexico, and connecting service to many domestic and international destinations, including new daily flights to Taiwan. There is an average of 64 daily departures offered currently by 8 air carriers. Since the economic downturn in 2008, the airport lost significant market share to other Southern California airports, in particular LAX. After the airport was returned to local control in 2016, the focus shifted to regaining lost market share and growing ONT into a strong second place alternative to LAX out of the six airports based in Southern California.

THE APPROACH

First, ideal target audiences were identified through zip code analysis from lost market share and consumer research to identify new opportunity zones by targeting those geographically positioned for easy access to ONT. Next, a rebranding effort provided the airport with a more contemporary logo and style with a positioning line emphasizing

the seamless, hassle-free experience which has become the airport's hallmark – So Cal. So Easy. Advertising was developed to showcase ONT's growth momentum highlighting 8 new direct flight destinations in the first half of 2018 alone. Messaging reinforced that ONT provides greater convenience and less hassle. A major campaign targeting the 3 million Asians who live in Southern California touted new daily direct flights from ONT to Taiwan on China Airlines, solidifying ONT as the only other international airport besides LAX in Southern California.

THE RESULTS

Since launch of the marketing campaign, the airport continues to post a double-digit surge in domestic and international travel that has made ONT one of the fastest-growing airports in Southern California. Domestic and international travelers are up 12.4% over the prior year. The dramatic rise in international travel – growing 63.3% - resulting from the new daily service between Ontario and Taiwan launched by China Airlines in March 2018. In addition to strong passenger gains, Ontario experienced over 22% growth in cargo volume from 2017 to 2018. With this steady cargo growth, ONT is on track to rank as one of the top 10 cargo volume airports in the United States by the end of 2018.

Fly ONT to TPE.
The easier way to get to Taiwan.

In the time it takes to get to LAX, you could be in the air heading to Taiwan. Flying to Asia? Well now you can fly non-stop from Ontario International Airport with China Airlines. Ontario International offers reduced travel time to the airport, reduced time in customs and baggage and an airport experience that will make you want to keep coming back. Ontario International Airport and China Airlines is the smart choice in Southern California.

ONTARIO INTERNATIONAL AIRPORT So Cal. So Easy. flyontario.com CHINA AIRLINES

Consumer Newsprint Advertising

FLY NON-STOP ONT

The easiest way to fly non-stop to:

- Denver
- Austin
- San Antonio
- Guadalajara
- Taipei

ONTARIO INTERNATIONAL AIRPORT

Fly easier at Ontario International Airport.
ONT is the less stressful way to travel in and out of Southern California.

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Local and Directory Advertising