

Advertising

Philadelphia ■ Pittsburgh www.jackhorner.com



Case Study:

Philadelphia Marketplace “Please remain unseated.”

The Challenge

Marketplace Redwood, L.P., the managing entity of the retail shops and restaurants at Philadelphia International Airport, came to Jack Horner Communications (JHC) with a unique challenge: The airport’s Philadelphia Marketplace boasts more than 100 shops and restaurants, but many travelers tended to stay in one place, sitting at gates or visiting only those shops or food locations close to their gates. In addition, many airport customers were unaware of the Philadelphia Marketplace brand and the wide variety of retail and food service offerings at the airport.

In short, the Marketplace needed to get passengers out of their seats and into the stores. That’s where JHC’s creative came into play.

The Solution

JHC set out on a mission to get passengers to enjoy and even look forward to time spent at Philadelphia International Airport. The agency team created three goals for the new campaign: acknowledge, amuse and inform.

The creative concept had to grab the attention of overwhelmed and over stressed travelers and entice them to visit the Philadelphia Marketplace’s restaurants and shops. JHC proposed empathy and humor as the main focus of the campaign, with ads featuring quirky headlines and imagery.

Bright, take-notice colors and a single, centered image make the creative stand out, and each piece prominently features the Philadelphia Marketplace website and “Food & Shops” logo. To creatively leverage the typical “Please remain seated” directions everyone hears on a flight, the tagline for all of the Marketplace’s creative is “Please remain unseated.” JHC also uses revolving retail tenant logos at the bottom of each ad to showcase the dynamic mix of stores and restaurants.

Print advertising

The ad JHC designed for the “Philadelphia Official Visitors Guide” played off the recent “liquids and gels” restrictions. Featuring a man clearly experiencing a bad hair day, the ad invites travelers to replenish those liquids and gels at Philadelphia Marketplace shops.

Transit advertising

JHC created two advertisements for Septa’s R1 Airport Regional Rail line, which transports more than a million passengers each year between the city and the airport. The ads poked fun at common travel fashion faux pas while reminding travelers to shop at the Philadelphia Marketplace before takeoff.

Airport advertising

JHC utilized space inside the airport to promote the restaurants and shops, creating campaign-themed barricade advertisements and other on-property creative.

Passengers in the distant F Terminal need to know that they can visit the main drag of Philadelphia Marketplace stores via a shuttle bus and easily make it back to their gate in time. Therefore, JHC created the “Layovers don’t have to be painful” barricade, encouraging travelers to take the shuttle to the B Terminal instead of passing time crunched up on an airport seat. A photo of a passenger contorting into an impossible napping position helps passengers relate to the ad.

To ensure that the Philadelphia Marketplace’s directory of food and shops doesn’t blend in with the many other brochures available at the airport, JHC redesigned the directory to match the rest of the campaign. With a bright-green background and energetic design featuring an overzealous airport shopper, the directory now jumps out from the shelves.

New and exciting projects on the horizon for the Philadelphia Marketplace include a multistory airport garage banner that will be visible from I-95 and a new barricade in the E Terminal security area that will make waiting in line a lot more fun!

The Results

The 31.5 million people coming through Philadelphia International Airport each year no longer have to worry about how to pass the time while waiting for their flights, now that they’re aware of the great shopping and restaurants right at the airport. Passengers also appreciate that the airport acknowledges and helps to relieve the stress they experience while traveling and gives them a welcome dose of humor through the Marketplace’s advertisements.

The Philadelphia Marketplace Food & Shops gained higher visibility throughout the Philadelphia region, thanks to JHC’s creative team.

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“The team at Jack Horner Communications is a pleasure to work with. They are enthusiastic and passionate about what they do. I enjoy brainstorming with them and creating new marketing initiatives that haven’t been done before.”

*Anna DiGregorio
Marketing Manager
Marketplace Redwood, L.P.*