



**WE MAKE THESE FLY!**

CAPTURING & COMMUNICATING THE MAGIC FOR THE NEXT  
GENERATION OF AIRCRAFT MAINTENANCE PROFESSIONALS



# Branding

- Does Aircraft Maintenance have a BRAND?
  - A specific message?
  - Attributes, characteristics
  - Perceptions & Misconceptions?
  - Are we associated with any known personalities?

# Who Are We Targeting?

- Youth? In what age range?
- Transitioning veterans?
- Limited to specific geographic regions?
- Are our work environments free of harassment & sources of friction for ladies?

# Concise & Consistent Messaging

- What is it that hooks those that we're targeting? (Look beyond hourly pay rate and benefits)
- Are we differentiating ourselves from X&Y industries?
- Are we connecting on an emotional level?

# Communicating the WOW! Factor

- Do you have a personal aha! moment?
- Parents, kids & plane spotters (!) are mesmerized!!!
- Immerse young folks in the airport environment
- Aha! moments tend to happen 'inside the fence' (TSA)
- Opportunities: from mechanic to CEO

# Social Marketing Channels



- Shotgun or rifle?
- Findings & lessons learned?
- Limited to specific geographic regions?
- There is no one-size-fits-all strategy!

# Missed Opportunities

- Localities with no Part 147 facilities?
- How to reach the masses in those areas
- What's the call to action?
- Are you/we prepared for that call to action?
- Focus your messaging on the dream, not the mechanism to get there.



# Don't Be Afraid of Social

- IF you're unsure where to start, don't worry:
- Avoid paralysis, do \*something\*
- Be genuine. Mix it up, but stay on message
- Deliver new content regularly, don't make it sales pitch.
- We'd like to help develop immersive content