

**Project Goal:** This Starmark Agency airline client wanted a positioning to differentiate what their brand represents, for use across all routes, channels and media.

**Audience:** Business and leisure travelers, airline code share partners, other business partners.

**Background:** Silver Airways is passionate about every aspect of their operation: service, safety, training, in-flight comfort, environmental responsibility. This passion is an integral part of their brand identity; visually symbolized as a distinctive fuchsia accent that pairs with the sophisticated black and silver in their brand mark. The fuchsia accent appears on their planes, in their advertising and at their facilities: always symbolizing the extra ways they go beyond ordinary to deliver extraordinary results.

**Messaging strategy:** My proposed positioning “Your Passion Inspires Ours” linked Silver’s passion for excellence more closely with the core inspiration behind it: their customer. It’s their *customer’s* passions in life – whatever their business or personal reasons for travel– that, in turn, drives this remarkable airline to continuously strive to exceed expectations.

**Shown below:** Print ad examples



**Your Passion Inspires Ours.**

Boardroom business or breathtaking adventure: wherever life takes you, we get you there refreshed and ready to go. Our sleek new fleet guarantees you a more enjoyable flight with extra headroom, legroom, laptop work space and roomier overhead bins. The exceptional Silver Airways team ensures you a smoother departure and VIP attention along the way. **That's the Silver experience - and it's our passion.**

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**Your Passion Inspires Ours.**

Introducing a whole new way to fly. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. **That's the Silver experience - and it's our passion.**

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