

Project:	Three-minute video that shares the strengths and successes of Silver Airways
Audience:	Potential airline partners (code share arrangements) and other B2B audiences
Mission:	Convey the technology, fleet, service, safety, and route strengths of this high-growth regional airline.
Shown below:	<u>Excerpts from script</u> (Please call if you wish to see full script.)

Intro:

Take a close look. This is something rare. Something you haven't seen before. Like the bold flash of fuchsia that brands every plane, Silver Airways has built a bold new vision of how an airline should be.

It all starts with our leadership team. Each executive is an industry veteran with 20-40 years of experience. Their mission: to build a brand from the ground up... with uncompromising excellence in technology. Customer service. Safety. And market reach.

Technology Excerpt:

The team powered Silver with top-tier technology. Our new Saab 340B Plus turboprop aircrafts feature energy-efficient GE engines, enhanced safety and a reliability rating exceeding 99% throughout 14 million hours of flight time. These planes comfortably seat 34 guests and burn 60% less fuel than a 70-seat regional jet. That enables us to reach many markets with greater economic efficiency...and it's better for the environment too. (GE and Saab logos here)

Step inside and it gets even better. Silver customers enjoy a "big jet" experience unheard of in a turboprop aircraft. Enhanced noise reduction. Far more headroom, legroom and work space. Larger overhead bins. Plus an onboard lavatory. We also recruited flight attendants from private and corporate jet companies that really know how to give VIP service.

Close:

Why partner with Silver Airways? We're strong and stable, with the resources to expand into more markets.

Our leadership team is unique. We have the experience to know exactly what we're doing...and a rare vision to do it differently than everyone else.

Most importantly, we are passionate about building brand excellence from the ground up. That passion has already taken us further than we imagined possible. And it's only the beginning.

Can you feel it?