

CASE STUDY



Maguire Aviation

Ready for takeoff. Launching a premier brand in the corporate aviation industry.

SITUATION

As we launch our company at the busiest general aviation airport in the world, how do we establish our brand as the premier full-service provider in our industry?

To enter the fixed-base operations (FBO) market, Maguire Aviation purchased a striking Spanish-style facility, which had served as a personal flight operation for its former owner. Although selectivity had given this FBO an “invite-only” reputation, the quality of the facility and its services ranked only 24th nationally. Maguire Aviation needed to create a unique position that would change perceptions and establish a strong brand presence in a highly competitive segment.

SOLUTION

Responding to this challenge, Baker developed a brand platform that highlighted Maguire Aviation’s mission to forge relationships for life through unsurpassed service and operational excellence. Baker also capitalized on the new facility’s elegant appearance and convenient mid-field position, while enhancing Maguire Aviation’s reputation for safe and efficient operations, fair market practices and commitment to superlative quality. The new brand platform laid the groundwork for the company’s communications and operations, including hiring and management procedures, client amenities and more.

RESULTS

Baker helped Maguire Aviation identify and address an unmet need for a more personalized, “white-glove” service experience. In doing so, Maguire secured a unique and differentiating position in the specialized FBO segment. The company’s subsequent addition of 600,000 square feet, new locations and high-profile clients further demonstrated the brand platform’s ability to expand Maguire’s market footprint as a premier service provider and destination of choice.

CENTERS OF EXCELLENCE:

- Brand Strategy and Development
- Corporate and Investor Communications
- Marketing Communications

MAGUIRE AVIATION PROGRAM COMPONENTS:

- Brand Audit and Assessment
- Competitive Benchmarking
- Audience Insights
- Brand Positioning and Platform
- Tagline
- Identity
- Design System
- Messaging and Voice
- Website
- Literature
- Advertising
- Direct Mail
- Environment
- Brand Photography Library

↓ MARKETING BROCHURE

