



BACKGROUND

NetJets reached a major milestone in 2014 – their 50th anniversary. The momentous occasion was celebrated not only through internal employee events/communications, but throughout marketing touch points including media campaigns, trade show signage, an anniversary card sent to Owners, direct marketing efforts, website and the Owner magazine.

Berkshire Trade Show



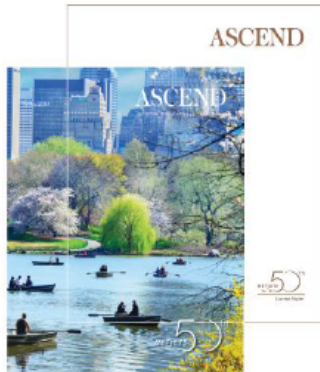
Media Advertising Campaign



Aircraft Placard



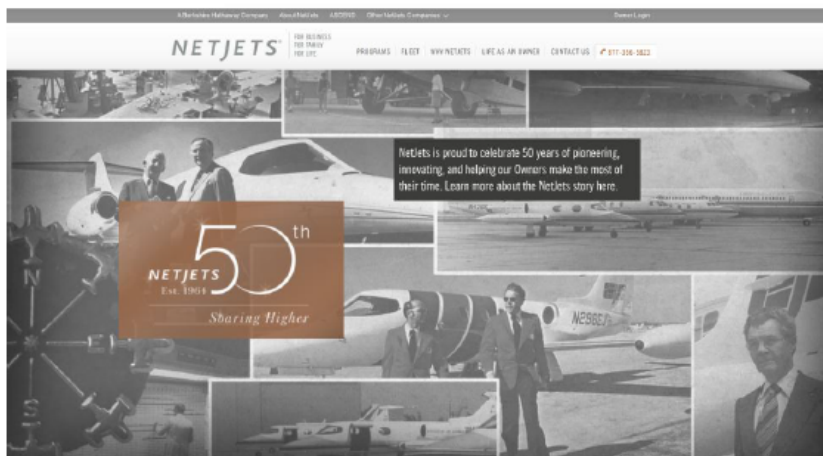
ASCEND - Spring 2014



50th Anniversary Card



NetJets Website



50th Anniversary HTML Email