

BACKGROUND

The need for consistency extended to every area of the NetJets business – and perhaps especially to marketing and branding. Marketing is the face of the organization, but it's also a symbol, it's a reflection of what goes on behind the scenes. By making the effort to be consistently accurate and professional in our branding, we make a promise about the excellence of our operation.

The second part of the global realignment was the development of a new brand. This included a brand book, logo, stationary, marketing touch points (media, partnerships, sales collateral, customer communications, events, direct marketing, etc.) and customer touch points (website, PR/advertising, etc.).

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NETJETS®

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BRAND BOOK AND STYLE GUIDE 2014

1.0 THE NETJETS BRAND

1.1 Emotional equities

This section describes how we need to make our customers and prospects feel across the customer experience.

SPECIAL

NetJets offers unmatched luxury, financial stability, scale, and service, paired with the best and foremost experience, planes, pilots, partners, and events. Only the best will do for the world's best private jet operator.

Even beyond that, NetJets Owners receive first-class, personalized, door-to-door service. From the time they call ground transportation to experience, but one the requests:

In addition, NetJets Owners receive the best possible customer experience.



2.0 MARKET AND AUDIENCE

2.1 PERSONAS

Demographically, NetJets has always played well to more established segments of the private aviation market. Consequently, NetJets aims to position itself in a broader way that speaks to younger segments, while still going a mile to our existing core clients. We achieve that by highlighting certain emotional factors that are universal, such as saving time in order to get home to loved ones. At the same time, we retain an air of exclusivity, which appeals to a high percentage of our current client base. We speak in high-level, aspirational tones, taking care to avoid excessive technical detail, as well as any discussion of price in our messaging.

In sum, individuals who fly privately can be considered to fall into one of five categories. Our language and imagery are intended to speak to one or more of these groups.

