

CLIENT CASE STUDY
NETJETS MIDDLE EAST,
JEDDAH, SAUDI ARABIA.

NETJETS MIDDLE EAST

BRAND CREATION



OVERVIEW

Formerly Executive Jet Aviation, NetJets was founded in 1964 as one of the first private business jet charter and aircraft management companies.

By definition, NetJets created the concept of fractional jet ownership and has, since conception and launch of the programme, provided individuals, corporations and governments with all the benefits of whole aircraft ownership, but at a fraction of the cost. NetJets offers its customers the convenience, access, and time advantages of flying point to point in private jets.

CHALLENGE

With subsidiaries in the United States and Europe, NetJets needed a tailored approach to ensure their brand was geared for launch in the Middle East.

As a result, NetJets Middle East, a provider for flights in the Middle East based in Jeddah, Saudi Arabia, was created. With NetJets providing the franchisee with an inherited brand identity system and architecture, we were asked to adapt, evolve and invigorate the system for the Middle East market.

SOLUTION

Utilising the inherited qualities of the brand, we created a new bespoke image library and colour palette. This was then woven into the existing brand fabric to ensure NetJets was sympathetically adapted for the region's target audience. The effective use of rich, emotive and aspirational imagery has since brought the Middle East brand to life – raising the profile of the brand and attracting new customers that otherwise might not have been attainable. Today, NetJets ME continues to thrive, recently launching a new customer loyalty initiative, coinciding with a confirmed order of 32 new private jets.

ALBERT HEYTS.







NETJETS
The Middle East Program

www.netjets.com

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Contact us today at njme@netjets.com or +966 92 000...

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revolution in
private jet travel.

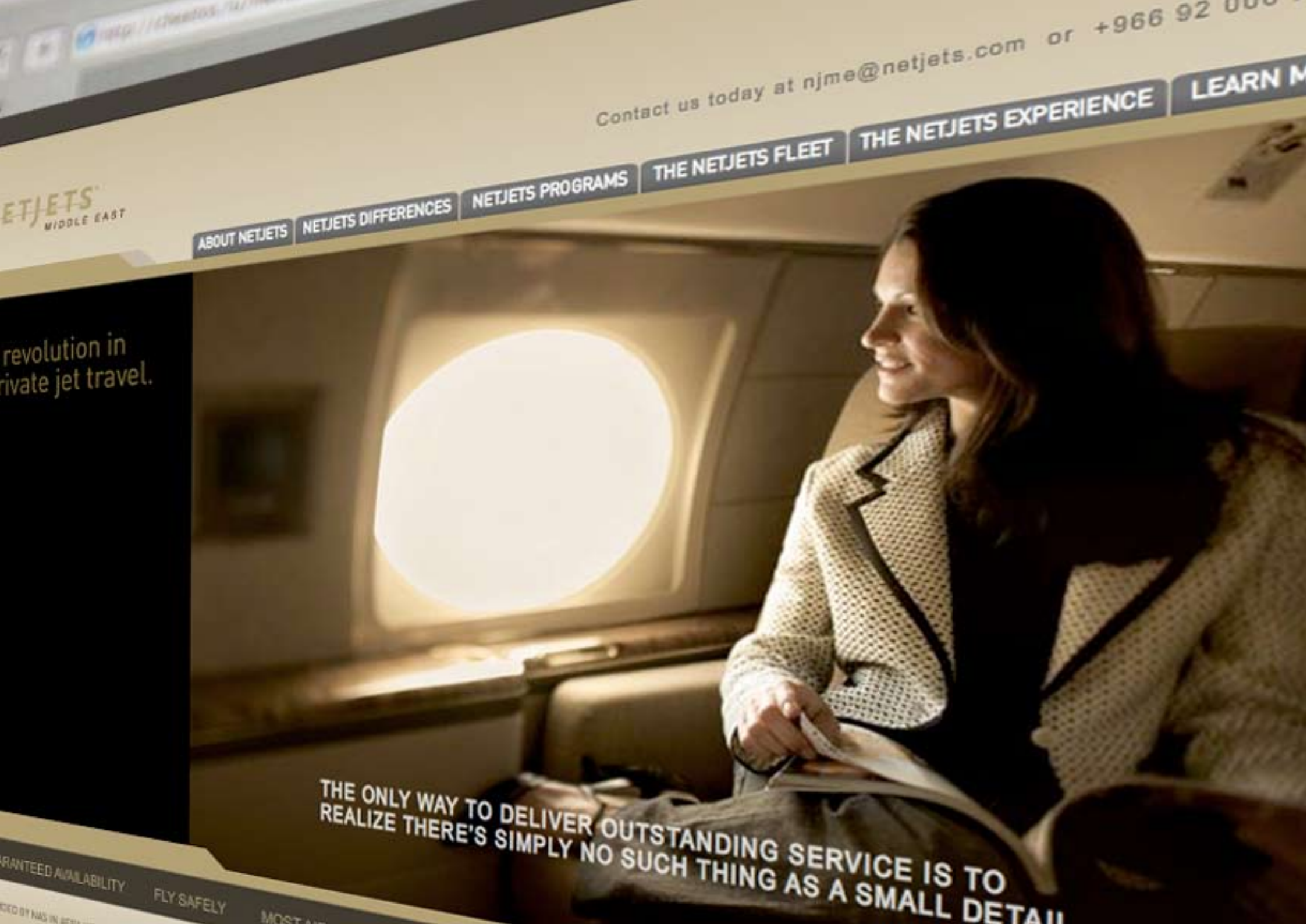
FEW INVESTMENTS HAVE THE POWER TO TRANSFORM
YOUR LIFE IN THE WAY A NETJETS SHARE WILL

GUARANTEED AVAILABILITY

FLY SAFELY

MOST...

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THE ONLY WAY TO DELIVER OUTSTANDING SERVICE IS TO
REALIZE THERE'S SIMPLY NO SUCH THING AS A SMALL DETAIL

GUARANTEED AVAILABILITY

FLY SAFELY

MOST AIR

“CAPTURING THE CULTURE
AND ESSENCE OF THE
MARKET, WHILST ENSURING
BRAND CONSISTENCY,
IS SOMETHING THAT BREATHE
HAS SUCCESSFULLY
IMPLEMENTED”

CAROLE AOUN, NETJETS MIDDLE EAST