



# DEN BRAND POSITIONING CUSTOMER SEGMENTATION

DENVER INTERNATIONAL AIRPORT  
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# BUILDING OUR BRAND FOR A CUSTOMER-FOCUSED GROWTH STRATEGY

# STARTED WITH OUR STRATEGIC PLAN

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## OVERALL STRATEGY

Reposition DEN at the same level as leading international airports around the world with comparable customer service standards.

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## STRATEGIC VISION

America's favorite connecting hub, where the Rocky Mountains meet the world.

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## SEVEN STRATEGIC PRIORITIES

- Winning the hearts of our customers
- Inspiring our employees
- Partnering for operational excellence
- Investing for sustainability
- Putting DIA on the world map
- Maximizing our real estate
- Excelling in financial performance



# HOW WE WILL ACHIEVE OUR VISION

Through a passenger-focused growth strategy  
**we will win the hearts of our customers**  
by exceeding their travel expectations.

# DEN BRANDING JOURNEY

- 1** IMMERSION AND DISCOVERY
  - *Assess best practices*
  - *Research to understand DEN essence*
- 2** CUSTOMER SEGMENTATION AND INSIGHTS
  - *Traveler research*
  - *Spend analysis*
  - *Identify shared needs*
- 3** STRATEGY AND DESIGN
  - *Create DEN brand positioning*
- 4** ENHANCING THE CUSTOMER EXPERIENCE
  - *Deploy strategic experiences*
  - *Prioritize our investment opportunities*
- 5** BRAND ACTIVATION
  - *Live the brand forward*

# MEET OUR PASSENGERS

## EXPLORERS

**Optimists** who love the **novelty** of travel, are energetic and **open-minded** about new experiences and like to **share their thoughts** and opinions with others through social platforms.



## ESCAPISTS

Welcoming travel as a treat **and break from everyday life**, these infrequent but **enthusiastic travelers** approach air travel with wide-eyed excitement, an optimistic outlook, and an appreciative attitude.



## ELITES

Frequent travelers that **value status** and are both career and family oriented. They are **demanding** of their travel experience and want **access to options** that fit a variety of travel occasions.



## ASPIRERS

In the chaotic airport environment, these travelers feel **stressed** by their real-life constraints – they **struggle to balance** personal interests, careers, and children – but tend to **indulge** and treat themselves beyond their usual budgets.



## EXPERTS

Travelers who think of travel as **routine** and see themselves as **travel experts** and advice-givers. They aren't easily impressed nor fazed, and they desire a **streamlined, productive** airport experience.



## EARLY BIRDS

Infrequent, **anxious** travelers who find the airport travel experience stressful and filled with **unexpected hassles**. Flying is a means to get from Point A to Point B, a process they dread and wish they could get through as **quickly as possible**.



# NARROWING IN

All of the passenger segments fly through our airport and spend with us, so we must think strategically about who to target.

## FOCUS

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We **cannot be all things to all people** – if we don't focus, the brand and the experience we're trying to create will become generic and diluted, and we'll never become 'known' for anything.

## INVESTMENT

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We don't have the financial and human resources to invest to meet the needs of all segments, so we **need to prioritize our investment opportunities**.

## VALUE

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**Some segments are more valuable than others**—from a financial and advocacy perspective—and an investment in these segments will yield better returns than others.

# DEN'S TARGET CUSTOMERS

PRIORITY TARGETS  
FOR STRATEGY &  
GROWTH

EXPLORERS



ELITES



REVENUE  
TARGETS

ASPIRERS



OPPORTUNISTIC  
TARGETS

EXPERTS



ESCAPISTS



EARLY BIRDS





# CUSTOMER-FOCUSED GROWTH STRATEGY



DRIVE  
**INCREASED  
SATISFACTION**  
WITH ALL  
SEGMENTS, BUT  
PARTICULARLY  
ELITES &  
EXPLORERS



DRIVE  
**INCREASED  
CONNECTION**  
WITH ELITES



DRIVE  
**INCREASED  
SPEND**  
WITH ELITES &  
EXPLORERS

# GET TO KNOW ELITES AND EXPLORERS



## MEET WILLIAM HE'S AN ELITE

AGE: 44-years-old

YEARLY INCOME: \$132,000

FAMILY: Married with two kids

FAVORITE BRANDS: Tom Ford,  
Apple, Whole Foods

William is an executive for a booming tech start-up. His career is important and so is his family. He travels for work about once a month and travels almost as often with his loved ones. William is brand-driven and values status. He likes access to options that fit his needs for different types of travel.



## MEET LUCY SHE'S AN EXPLORER

AGE: 39-years-old

YEARLY INCOME: \$84,000

FAMILY: Married with one kid

FAVORITE BRANDS: Airbnb,  
Anthropologie, Lululemon

Lucy is head of public relations for CorePower Yoga. She enjoys life to the fullest. Balancing a family and a career keeps her busy but she's never too busy to meet new people. She enjoys traveling for business and leisure and is always eager to share unique and memorable moments on Instagram.

# SHARED DRIVERS OF SATISFACTION



ENGAGED AND  
CONNECTED



ACCESS TO  
OPTIONS



ELEVATED EXPERIENCES



ENJOYABLE AIRPORT  
EXPERIENCES



COMFORTABLE  
ENVIRONMENT



EASE AND EFFICIENCY



PERSONAL  
INTERACTIONS



FEELING  
HUMAN

# DEN BRAND AND ARCHITECTURE

## BRAND PROMISE

*How the brand behaves, what is expected from the brand without fail, at every touchpoint*

**Delivering quality services designed for a tailor-made experience**

## POSITIONING

*The single idea that captures what the brand stands for in the hearts and minds of customers*

**Live Life. Travel Well.**

## PERSONALITY

*The persona traits*

**Adventurous, approachable, authentic, dependable, innovative, playful, urban**

## tone

*Embodies and expresses the brand's personality*

**Positive, purposeful, responsible, socially-aware, welcoming**

## BENEFIT

*The advantage the brand offers*

**To enable and inspire**

## ONLY AT DEN

*Points of difference only the brand can claim*

- **Open and vibrant environment**
- **Resources that allow for smart growth; physical, service, capacity**
- **Cultural curiosities that stimulate exploration and engagement**



# OUR BRAND PRINCIPLES

## ACCESSIBLE URBANISM



SOPHISTICATED  
MODERN  
ENERGETIC  
SYSTEMATIC

Only DEN effortlessly balances your everyday needs with your desire for delight. We combine our sophisticated sensibility with authentic Colorado style by offering retail, dining and service options that are both locally rooted and globally relevant.

## NATURALLY DYNAMIC



VIBRANT  
MOVEMENT  
TEXTURE  
FLEXIBLE

DEN is nothing if not iconic. With the majestic Rocky Mountains towering in view, we invite the region's renowned outdoor beauty inside our walls through open, clean, airy environments and engaging moments that reflect Colorado's natural vibrancy.

## ENJOYABLY PRODUCTIVE



INTUITIVE  
SIMPLE  
FORM + FUNCTION  
UNEXPECTED

DEN helps you fly through your "must-dos" to get to your "want-to-dos" at the airport. We pair carefully curated spaces designed for both productivity and pleasure with efficient operations that reduce stress, save time and bring humanity back to the airport experience.

## MODERN WEST SPIRIT



INNOVATIVE  
APPROACHABLE  
CONTEMPORARY  
NATURAL

No airport is like DEN because no place is like the Colorado region. We bring our area's relaxed way to life at every corner: warm welcomes, casual comforts, friendly faces and an atmosphere that embraces our active lifestyle and innovative, independent mindset.

# LIVE LIFE. TRAVEL WELL.

DEN helps the traveler feel more empowered to make the most of their time and keep their lives moving during their travel journey by offering options that balance work and play and a unique experience that embraces both global sophistication and the beauty and spirit of the modern West.





DENVER INTERNATIONAL AIRPORT

**DEN**