

DEN BRAND POSITIONING CUSTOMER SEGMENTATION



BUILDING OUR BRAND FOR A CUSTOMER-FOCUSED GROWTH STRATEGY



STARTED WITH OUR STRATEGIC PLAN

OVERALL STRATEGY

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

STRATEGIC VISION

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

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

- IMMERSION AND DISCOVERY
- CUSTOMER
 SEGMENTATION AND
 INSIGHTS
- 3 STRATEGY AND DESIGN
- 4 ENHANCING THE CUSTOMER EXPERIENCE
- 5 BRAND ACTIVATION

- Assess best practices
- Research to understand DEN essence
- Traveler research
- Spend analysis
- Identify shared needs
- Create DEN brand positioning
- Deploy strategic experiences
- Prioritize our investment opportunities
- 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

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

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

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



ELITES

REVENUE TARGETS



OPPORTUNISTIC TARGETS









CUSTOMER-FOCUSED GROWTH STRATEGY



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 FLITE

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

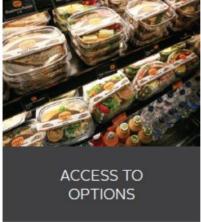
FAMILY: Married with one kid

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







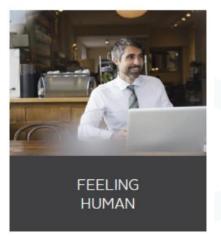














DEN BRAND AND ARCHITECTURE

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.

