

## DENVER INTERNATIONAL AIRPORT

# MEDIA UPDATE

August 12, 2004 @ 11 a.m.

### **DENVER INTERNATIONAL AIRPORT TAKES HOME TOP HONORS IN NATIONAL MARKETING CONTEST**

#### *Airport Wins Five Awards in Prestigious Aviation Industry Competition*

Denver International Airport (DEN) is the proud recipient of five awards from Airports Council International - North America (ACI-NA). The awards are part ACI-NA's 2004 Excellence in Marketing and Communications Contest.

This was the first year DEN participated in the contest. DEN submitted entries in eight different categories and won awards in five categories:

- **1<sup>st</sup> place Brochures:** *Denver: City Without Limits*: a high-end brochure that combines a description of Denver with details about DEN and how the airport enhances the community. The primary target audience is people unfamiliar with the metropolitan area surrounding DEN and the impact of the airport in the community.
- **2<sup>nd</sup> place Color Newsletters:** *Wing Tips*: a quarterly six-page, full-color newsletter. The primary target audience includes airline and airport executives, travel agents, governmental organizations, and business and community leaders.
- **2<sup>nd</sup> place Radio Advertising:** *Park Cheap at Pikes Peak*: a series of radio spots designed to increase awareness of DEN's Pikes Peak parking lot, and to establish and keep market share from competing off-airport lots.
- **3<sup>rd</sup> place Creative Promotional Innovations:** *2004 Calendar*: mailed to a primary target audience including airline and airport executives, travel agents, governmental organizations, and business and community leaders. The idea was to keep DEN on the desks of these key opinion leaders 365 days a year.
- **3<sup>rd</sup> place Press Kits:** *DEN Press Kit*: distributed at a variety of events and to people who request more information about DEN. The information is dynamic and can be tailored to specific events.

"Competition between airports is so intense that marketing is an absolutely critical function," said Sally Covington, director of marketing at DEN. "We're doing our best to promote Denver and its airport to the rest of the world, and these awards are an acknowledgement that we're doing some good things."

54 airports and airport authorities from the United States and Canada submitted entries in the contest, which encompasses categories that recognize work in marketing and public relations and provides airports the opportunity to be honored for the quality of their work.

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