



Seefeld Group

**Superior Marketing Solutions for
Business Aviation**

marketing research / strategic planning / marketing communications / public relations / media planning / sales effectiveness

SEEFELD MARKETING INTERNATIONAL INC.
www.seefeldgroup.com

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↔ Seefeld Group brings excellent marketing to your business – our strength is our integrated and turnkey approach!

Our Offering:

- *Objective market research, clear strategy and excellent communications to help build your company's brand and support its selling activities on an international scale*

Services Include:

- Qualitative/quantitative market research;
- Customer satisfaction and marketing audits;
- Marketing strategy and planning;
- Branding and product positioning;
- Creative services to develop sales tools, advertising and web;
- Public relations and press announcements;
- ✓ We address your marketing issues using rigorous and innovative methodologies
- ✓ Our success is based on an integrated approach and superior understanding of the selling environment



An intersection in the Swiss Alps - Switzerland is the inspiration for the "Seefeld" name



Founded by Charles Porteous in 2005, Seefeld Group excels across the full spectrum of marketing disciplines

The Vision

- Great companies reach their full potential when customer needs are clearly identified, met and communicated via a disciplined strategy

The Approach

- Bring together top marketing and strategy experts in a team which is tailored to specific client requirements

Charles Porteous, President - Background

- Nearly 20 years experience
- Led strategic planning, customer satisfaction, market research, forecasting, and brand audit initiatives for major corporations, including Bombardier Aerospace
- Successful North American and international launches
- Relevant experience in marketing research, communications and PR on an international scale
- MBA in marketing and international business



Charles Porteous – Founder of Seefeld Group



Seefeld Group believes that a superior understanding of our clients and their business environment delivers the best results!

Seefeld Group's Approach to Successful Projects:

- ***Gain a superior understanding of the client, its customers and their business!***
 - ✓ This is our speciality. At the outset of a project, we will conduct workshops both with clients and their customers.
- ***Assemble the right expertise!***
 - ✓ The Seefeld Group team is more than 15 strong with years of experience in research, branding, media, PR and strategy.
- ***Use an innovative and tailored approach to gather relevant market data and be the voice of the customer***
 - ✓ Each project is different. We will build a truly customized research plan which takes into account key requirements.
- ***Complement creativity with "fact based" decisions***
 - ✓ We have the team and expertise to do both simultaneously.

S Y N E R G Y
S T R U C T U R E
C R E A T I V I T Y
R E L E V A N C E
R E S U L T S

↔ Seefeld Group fully leverages the expertise and ideas gained across its B-2-B and consumer products clients

Current and Previous Clients Include:



Precoat Metals





Seefeld Group has delivered results for its clients through focused, tailored and impactful marketing and communications

Case Studies of Recent Successful Seefeld Group Mandates:

- ✓ **Sales leadership translated into media coverage...Jahid Fazal-Karim and Jetcraft Corporation**
 - By identifying and carefully leveraging Jahid's exceptional sales track record and market knowledge, we generated media interviews and coverage at international shows since 2008.

- ✓ **A successful new product launch...Silentium Aircraft Sound Proofing**
 - We rapidly developed a strategy and initiated PR communications activities (including naming, advertising, PR, and web) for a new product introduction for business aircraft. Results included photos and articles at EBACE 2010 as well as a cover mention in Business and Commercial Aviation (June 2010) and more.

- ✓ **A sophisticated new aviation financing offering is explained simply to the media...Axon Aviation Group**
 - A London based company offering a new approach to business aircraft leasing needed to reintroduce itself at EBACE 2010. On a very tight schedule, Seefeld Group developed and launched to the media a clear and differentiated product offering. The press release is now used as a template for the company's selling tools.

- ✓ **A marketing audit leads to sharper communications...CAE**
 - Using interviews with sales directors and internal marketing staff, international marketing communications opportunities were identified for advertising, media placement and on site effectiveness at shows.

Global Training for an Integrated World.

At CAE, we believe no matter where you operate your aircraft you should have the most advanced and comprehensive training programs. We also believe that no two customers are alike. That's why our integrated training programs for pilots and cabin crew are specifically designed to accommodate your unique needs, from start to finish. We are a global leader in providing aircraft training solutions for all segments of aviation with a global network spanning five continents. Partnering with our research team, time, knowledge and a customized training program designed to make your flight operations the best they can be. With CAE, you will always be one step ahead.

Come meet our team of experts during the Farnborough International Air Show at stand A27 to learn how CAE can be the perfect training solution for you.

cae.com  one step ahead

Aviation International News –

Seefeld Group assisted CAE through a marketing audit, the creative brief and placement of this advertisement at the Farnborough Air Show (UK)



Seefeld Group can provide a broad range of services to further your business towards success!

What Seefeld Group Can do for Your Business:

- ***Understand how your clients see your product offering, brand and customer service...***

How: We can interview your customers using a variety of proven methodologies tailored to your market

- ***Objectively understand a business or marketing opportunity...***

How: By applying thoughtful and rigorous analysis which leaves “no stone unturned”

- ***Prepare an integrated marketing plan and budget...***

How: Leveraging Seefeld Group’s more than 60 years of collective experience across all marketing disciplines

- ***Get you media coverage and create market awareness...***

How: Crafting highly relevant and clear messages while leveraging professional and proven media relations techniques

- ***Track and benchmark your marketing performance...***

How: By understanding your business in order to develop useable metrics supported by data gathered in a simple and cost effective manner





We look forward to working with you

marketing research / strategic planning / marketing communications / public relations / media planning / sales effectiveness

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