



Seefeld Group

**Marketing Solutions for Business
Aviation**

SEEFELD MARKETING INTERNATIONAL INC.

www.seefeldgroup.com

EBACE

May 2011

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

Our Offering

- *Clear strategy and excellent execution to help build brand awareness and support selling messages on an international scale*

Services Include:

- Marketing strategy and planning;
 - Branding and product positioning;
 - Qualitative/quantitative market research;
 - Customer satisfaction and marketing audits;
 - Creative services to develop sales tools, advertising and web;
 - Public relations and press announcements;
- We address your marketing issues using a rigorous and integrated methodology
 - 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 in the international business aviation market

The Vision

- Great companies reach their potential when customer needs are clearly identified, met and communicated via a disciplined strategy
- Even excellent companies sometimes need assistance to overcome obstacles

The Approach

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

Charles Porteous - 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 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 Marketing:

- Assemble the right expertise for the client!
- Gain a superior understanding of the client, its customers and their business
- Complement creativity with “fact based” decisions
- Design, build and launch a tailored marketing plan to address the client's real business issues

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

➔ Among others, the Seefeld Group team consists of accomplished marketing specialists in media relations, media planning and web design

Core members of the Seefeld Group team:

PR and Media relations - PRagmatic Communications

- A boutique media relations firm, Pragmatic has a proven track record in delivering positive media coverage at the international level.
- Mark Lowe has over 15 years experience in television production, corporate communications and public relations. He has successfully executed many PR mandates in business aviation for multiple clients including manufacturers, maintenance, service providers and individuals. He is in regular contact with leading journalist and editors from all major publications covering business aviation.



Mark
Lowe –
media
relations
specialist

Media planning and buying - jetztmedia (www.jetztmedia.de)

- A Munich based media placement and creative agency serving multinational clients.
- Media placement specialist, Sibylle Schatt, has 20 years experience. She has placed media for business aviation OEM's as well as leading charter and aircraft management providers. She has well established relationships with all leading international business aviation publications including (AIN, Flight International, Business & Commercial Aviation and others)



Sibylle
Schatt –
media
placement
specialist

Web management and consulting - Communications DG4 (www.dg4.com)

- Established in 1979, it is an accomplished Montreal communications agency specializing in branding, web, and advertising.
- Under Annie's creative leadership, DG4 has successfully developed campaigns for leading business aviation providers in charter, aircraft management, and maintenance repair & overhaul. Annie prides herself on acquiring and applying a superior understanding of the client's business environment.



Annie
Gagnon –
art
director

↔ Seefeld Group leverages expertise and ideas gained across various sectors to the benefit of its business aviation clients

Current and Previous Clients Include Among Others:





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 of Jetcraft Corporation**
 - By identifying and carefully leveraging Jahid's exceptional sales track record and market knowledge, we generated media interviews and coverage for him at international shows and beyond in 2008 and 2010.

- ✓ **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 and development team, we have designed 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

CAE
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 can Seefeld Group do for Your Business:

- **Understand how your clients see your customer service, product offering and brand name...**
 - ✓ **How:** We can interview your customers using a variety of proven methodologies
- **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 a relevant and clear message while leveraging established contacts with leading journalists
- **Objectively evaluate a business or market opportunity...**
 - ✓ **How:** By applying a thoughtful, rigorous and tailored approach which leaves "no stone unturned"





We look forward to working with you

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

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