



SAFELY
Go Somewhere.

Silicon Valley's Airport | FlySanJose.com



SJC Marketing Update

Airport Commission Meeting → Feb. 14, 2022

Active Campaigns

Targeted Display &
Search Advertising

Santa Cruz Warriors
Sponsorship

Mix 106.5 & 94.5 FM
Olympic Sponsorship

Marketing Support
for Resumed Air
Service

Engagement with
Community/Business
Groups

Partnerships with
DMOs

Targeted Campaign - Outbound



Home + Style + Shopping

This Durable Laptop Backpack Will Protect Your Tech During Travel

BY MADELINE DIAMOND

Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn commission.

- Pin
- FB
- More



FLYING OUT IS A BREEZE FROM SJC

FLY SAN JOSE

SJC

Silicon Valley's Airport

Targeted Campaign - Inbound



Subscribe   MENU 



| TRAVEL |

Visit the real-life forests that inspired these famous books



TRAVEL WITH US 

| TRIPS | LODGES |

DESTINATIONS 

TRIP TYPE 

[See All Trips](#)

[Request a Catalog](#)

Targeted Campaign - Search

Ad · www.flysanjose.com/ ▾ (408) 392-3600

When You Need to Fly, Fly SJC - Flying To The Bay Area

With Shorter Lines And Fewer Cancellations, You Can Enjoy More Time To and From The **Bay**. Land Just Minutes From Wherever You Need To Be Throughout The **Bay Area**. Silicon Valley Location. Convenient Parking. Commitment to Safety. Nonstop Destinations.

[Flight Timetables](#) · [Services & Amenities](#) · [Flight Status](#)

Searches related to flights to the bay area

Ad · <https://www.flysanjose.com/> ▾ (408) 392-3600

Flights From SJC to Hawaii - When You Need to Fly, Fly SJC

If You're Ready To **Fly, Fly SJC**. More Safety & Sanitation Measures Give You Peace Of Mind. With Shorter Lines And Fewer Cancellations, You Can Enjoy More Time To and From The Bay. Nonstop Destinations. Convenient Parking. Commitment to Safety.

[Flight Status](#) · [Services & Amenities](#) · [Flight Timetables](#)

Searches related to flights from san jose to hawaii

Targeted Campaign - Results

CY2021

→ 30M+ Impressions

→ Click-Through Rate 205% of
Campaign Goal

Partnership Marketing – Santa Cruz Warriors

If you're having trouble reading this message, [click here](#).

The graphic features a blue header with the 'WARRIORS INSIDER' logo and 'PRESENTED BY ticketmaster'. Below this is a yellow banner with 'GAMEDAY' in blue. The date and time 'MON | FEB. 14 5:00PM' are displayed in blue. The Santa Cruz Warriors logo is shown above the word 'WARRIORS' in blue, with 'AT' in small letters below it. The Iowa Wolves logo is shown above the word 'WOLVES' in blue. Below the team names, it says 'PRESENTED BY NORMAN Y. MINETA SAN JOSE INTERNATIONAL AIRPORT SILICON VALLEY'S AIRPORT'. On the right side, there is a photo of a player in a white jersey with the number 32, holding a basketball. At the bottom right of the graphic is the 'Sports BAY AREA PLUS' logo.

WARRIORS AT WOLVES

Valentine's Day Hoops! The Santa Cruz Warriors (6-10) take on the Iowa Wolves (8-6) to finish off their road trip. **Tune-in tonight at 5pm PST on NBC Sports Bay Area Plus!**

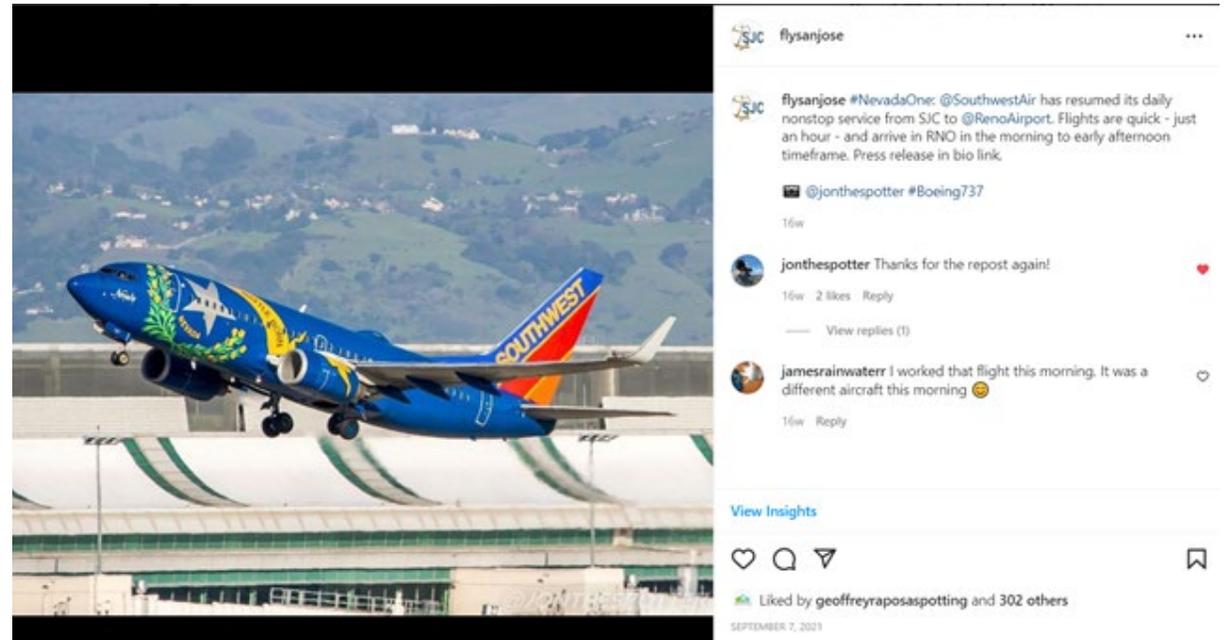
Tune-in @5pm

UPCOMING GAMES

PRESENTED BY
ticketmaster

Marketing Support for Nonstop Route Resumptions

ATL → ORD → JFK → MSP → BOS → RNO



Marketing Support for Nonstop Route Resumptions

ATL → ORD → JFK → MSP → BOS → RNO

\$10,827

Cost to Airport



\$383,083

Value to Airlines

NORMAN Y. MINETA
SAN JOSE
INTERNATIONAL
AIRPORT



GALE

BRAND EVALUATION



PROJECT PLAN

01. Consumer Research

02. Analysis of Current Brand

03. New Brand Strategy + Identity

01 CONSUMER RESEARCH

OUR RESEARCH

WE RAN MULTIPLE STUDIES TO UNDERSTAND TRAVELER AND KEY STAKEHOLDER SENTIMENTS

WE TALKED TO KEY STAKEHOLDERS

“ San Jose is one of those few airports that...it's not stressful. It's just not hard to figure out where to park and how to get yourself to your gates.

- SJC Internal Stakeholder

“ I have people ask me all the time like I'm coming to the office in San Jose what airport should I fly into, San Francisco?... they don't even know about the airport”

- GBTA Stakeholder

WE MEDIATED TRAVELER DISCUSSION BOARDS

THE ROLE OF AIRPORT IN TRAVEL

“ I'm kind of airport-indifferent. I view the airport as a necessary evil in my travel, not as an interesting element.

— Inbound Leisure Traveler

IDEAL AIRPORT EXPERIENCE

A word cloud of terms associated with an ideal airport experience. The words are: worry-free, calm, happy, paced, relaxed, stress, blissful, safe, protected, secure, aware, comfortable, confident, and home.

WE CONDUCTED TRAVELER SURVEYS

TOP AIRPORT CHOICE DRIVERS

- Flight time availability/flight schedules
- Flight availability to destination of choice
- Availability of nonstop flight options
- Ease of transportation to/from airport

AIRPORT USAGE AND PREFERENCE

SJC	SFO	OAK
26% have flown through SJC in past 3 years	56% have flown through SFO in past 3 years	30% have flown through OAK in past 3 years
16% prefer SJC	40% prefer SFO	12% prefer OAK

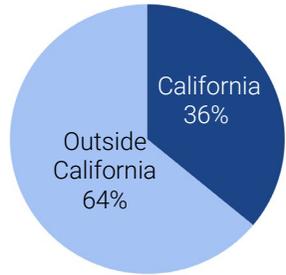
WHO WE TALKED TO

TRAVELERS

SURVEY 1



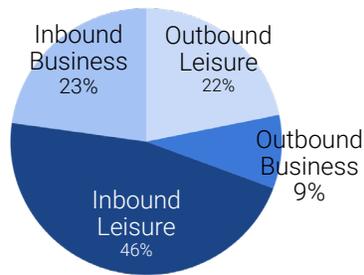
US STATES



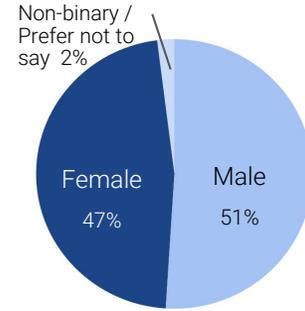
SURVEY 2



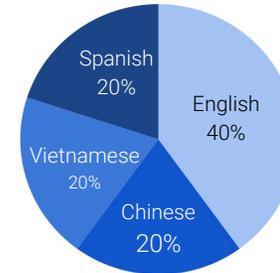
TRAVELER TYPE



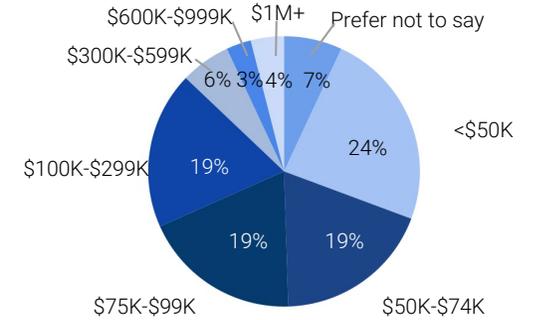
GENDER



PRIMARY LANGUAGE



HOUSEHOLD INCOME



STAKEHOLDERS

INTERNAL



Director of the Airport
Asst. Director of the Airport
Deputy Directors (4)

EXTERNAL



Office Economic Development
Office of the City Manager (4)
Councilmember for 3rd District



Silicon Valley Leadership Group



Business Travel Planner Association

02 ANALYSIS OF CURRENT BRAND

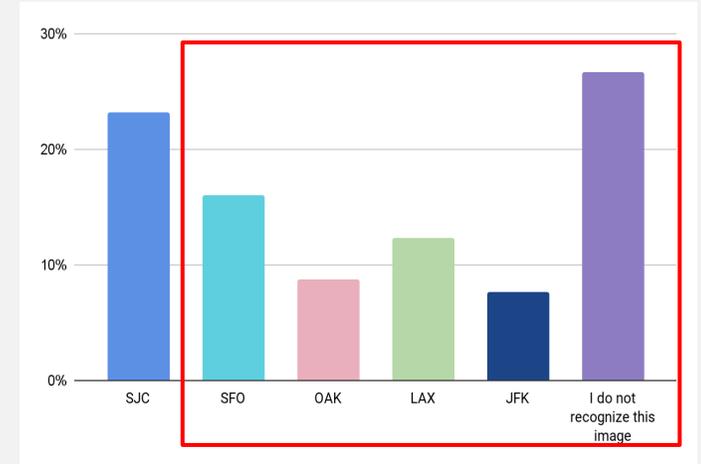
WHAT WE DISCOVERED

SJC'S CURRENT BRANDING IS GENERALLY WELL RECEIVED, BUT DOESN'T DIFFERENTIATE IT FROM COMPETITORS

SJC LOGO IS FALSELY ATTRIBUTED OR UNKNOWN



80% of travelers who have flown through SJC either do not recognize the globe logo or associate it with another airport.

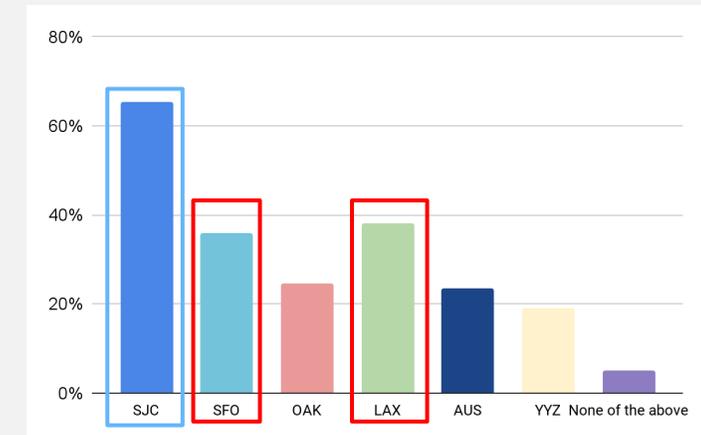


Q: Which, if any, of the following do you associate with the image below: (GLOBE), N = 555, Source: Traveler Survey Results

SJC IS NOT SINGULARLY CONSIDERED SILICON VALLEY'S AIRPORT

65% of travelers who had flown through SJC associated "Silicon Valley's Airport" with SJC, but ...

... **35%** and **38%** associated the moniker with SFO and LAX, respectively



Q: Which, if any, of the following do you associate with the phrase "Silicon Valley's Airport" Select all that apply. N=555 Source: Traveler Survey Results

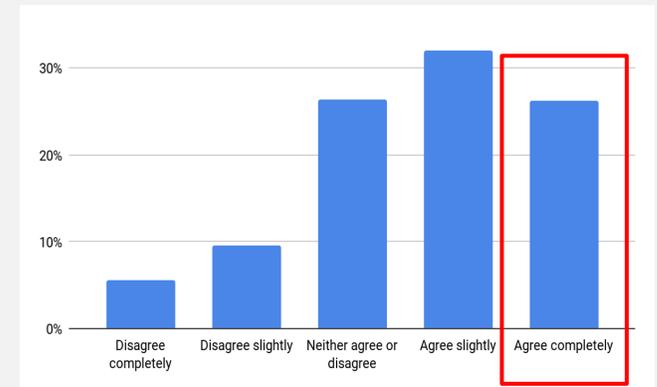
THE IMPLICATION

THE SJC BRAND NEEDS TO WORK HARDER TO DIFFERENTIATE THE AIRPORT AND EFFECTIVELY REPRESENT THE BAY AREA

TRAVELERS ALSO DON'T ASSOCIATE CURRENT LOGO WITH THE BAY AREA



Only **26%** of travelers completely agree SJC's logo represents California Bay area



Q: Please see below for the current logo of Norman Y. Mineta San Jose International Airport. Please rate the airport logo on the following aspects: [Represents the greater Bay area well]

Source: Traveler Survey Findings.

03 BRAND STRATEGY AND IDENTITY

OUR POSITIONING STATEMENT

WHAT WE WANT THE SJC BRAND TO REPRESENT

For travelers flying in and out of California's Bay Area who want a reliably smooth airport experience, SJC provides hassle-free, global connections.

Fueled by Silicon Valley's culture of innovation, SJC is the Bay Area's quickest, easiest and most dependable airport due to its medium size, simple layout and inland location.

COMPONENTS OF A POSITIONING STATEMENT

1

Target Audience

WHO you primarily serve

2

Need State

WHAT need you fill or challenge you help overcome

3

Consumer Benefit

WHAT end outcome or experience you offer

4

Product/Service Description

The WAY you offer the consumer benefit

5

Competitive Advantage

How this is DIFFERENT from what already exists

6

Unique Differentiator(s)

HOW you're able to deliver something different

Next Steps

- Reimagine the Airport's Brand Identity System - *Underway*
- Creative Campaign Concepting
- Media Strategy
- Repeated Market Research