



Wittman *Regional Airport*
Oshkosh

2018 Marketing Summary

Prepared by NextJen Studios
525 West 20th Street
Oshkosh, WI 54902
(920) 479-6021
Jennifer@NextJenStudios.com

*2018 Media Focus

The 2018 marketing and media focus shifted somewhat with the introduction of the new airport director. The overall focus continued to be on community education and promotion of the airport and its year-round activities.

Through the use of social media platforms, established media outlets and the internet, in addition to the second promotional video, our intent was to further expand the message that Wittman is an active airport throughout the year and that there is room for businesses to open doors or expand their operations to the field.

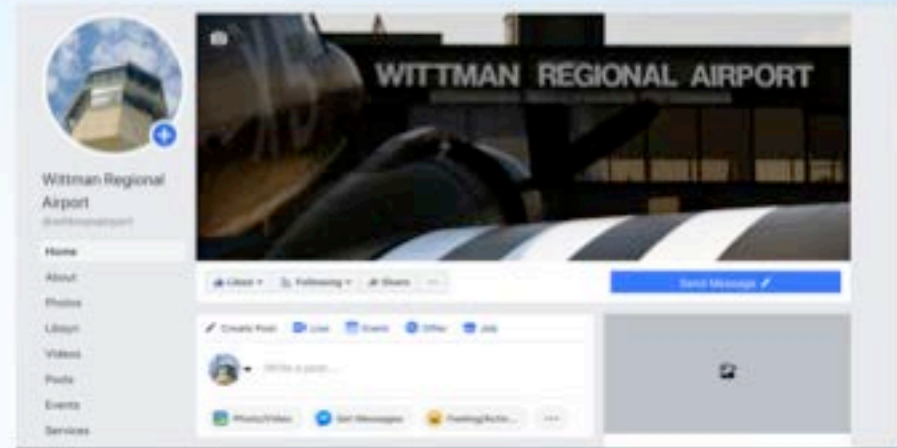


* Strategic Vision Study

- * Completed an initial Strategic Vision Study with UW Oshkosh contractors.
 - * The final report is a summary of five focus groups with regular airport users: tenants, employees, hangar owners, hangar renters, and general users.
 - * Shared goals determined as a result of the study...
 - * Increased growth and expanded use of the airport
 - * Development of the Aviation Business Park
 - * Better engagement and communication with current users
 - * Energized and dynamic airport leadership
 - * Increased visibility and improved relationships with local community
 - * Greater collaboration and increased support from all groups
- Efforts are being made to address all of these goals!***

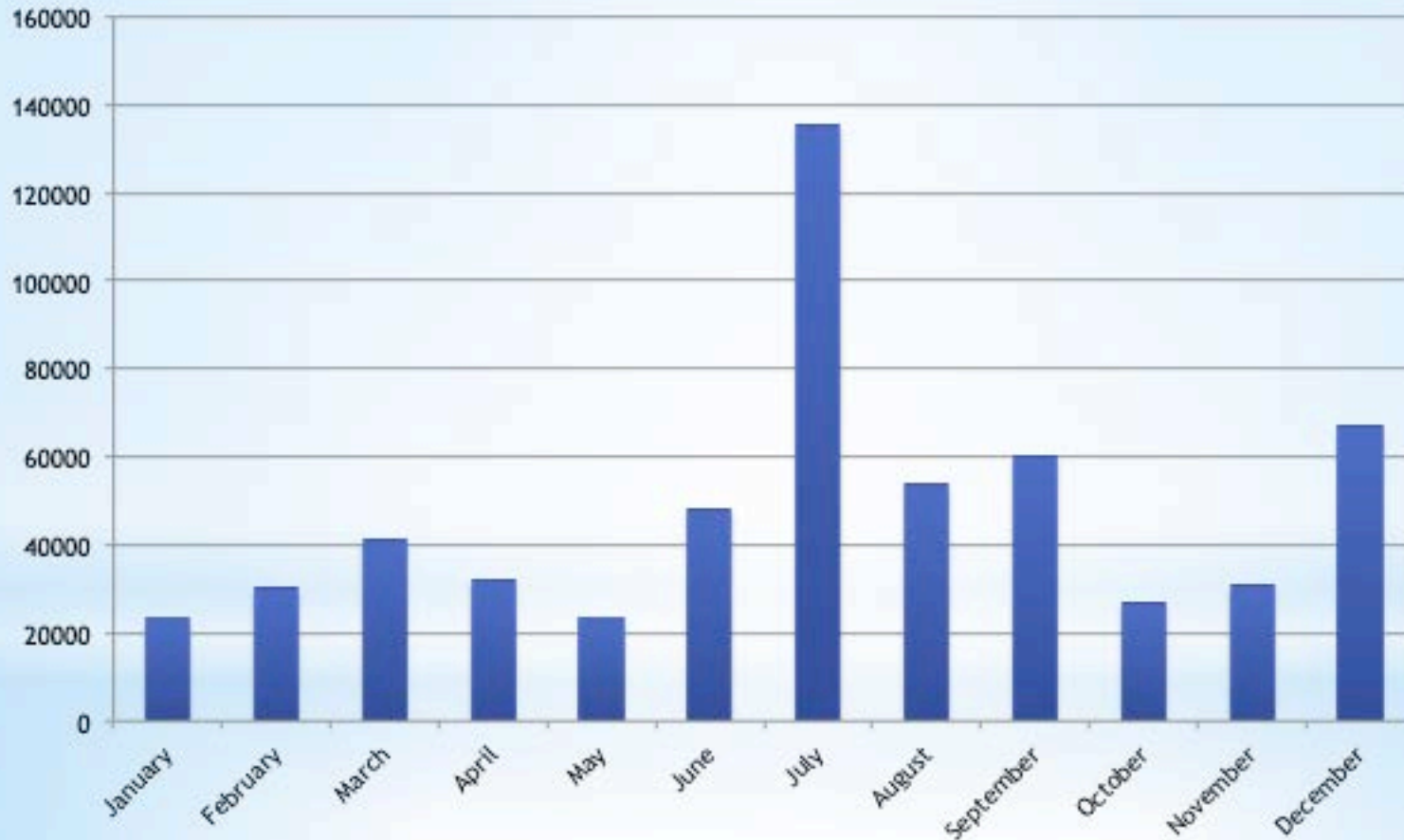
* Social Media - Facebook

- * Continued effort was put into growing the social media interaction between Wittman Regional Airport and the aviation public at large.
- * An average of 35.33 posts were made each month.
- * July once again topped our social media reach with more than 135,000 interactions.
- * Increased number of posts directly related to Wittman versus aviation in general.



*Facebook Interactions

2018 total audience interaction was 505,360*

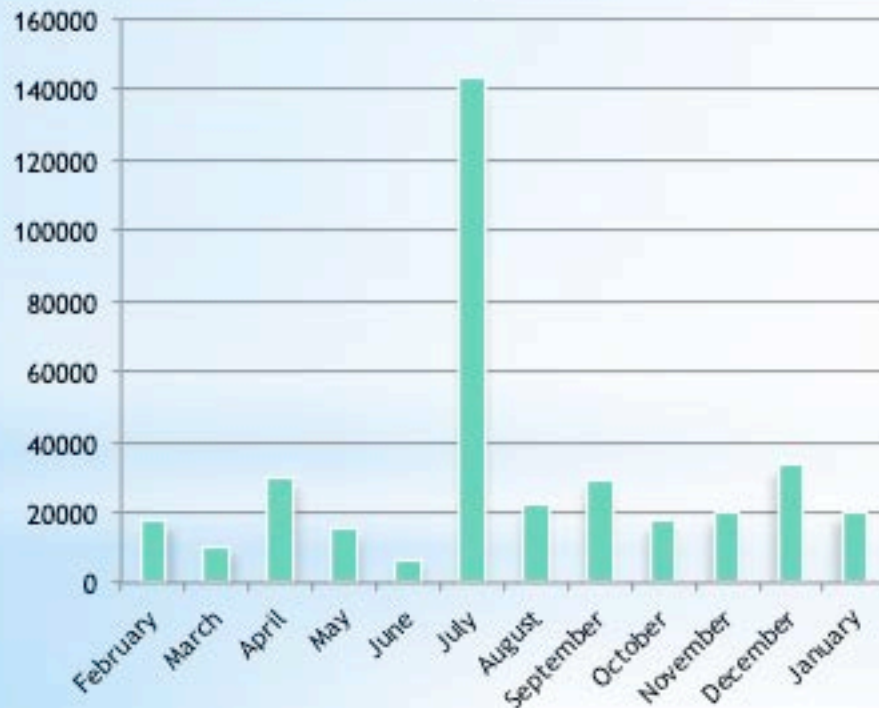


*Numbers provided by Facebook tracking

* Comparison of 2016 and 2017 Interactions

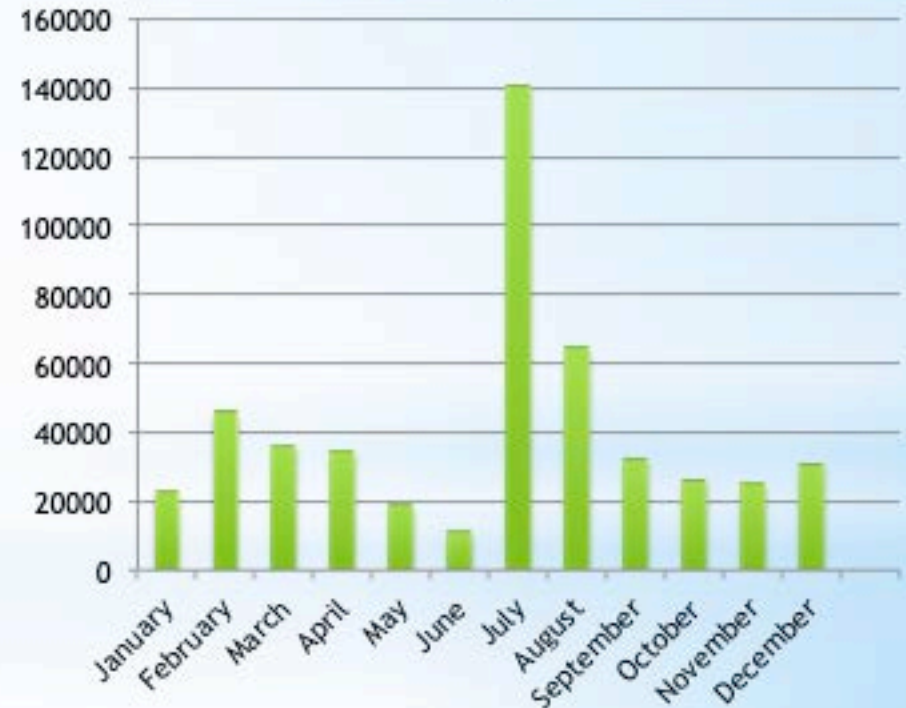
2016 Total Interactions = 364,832*

Facebook Monthly Interactions



2016 Total Interactions = 488,767*

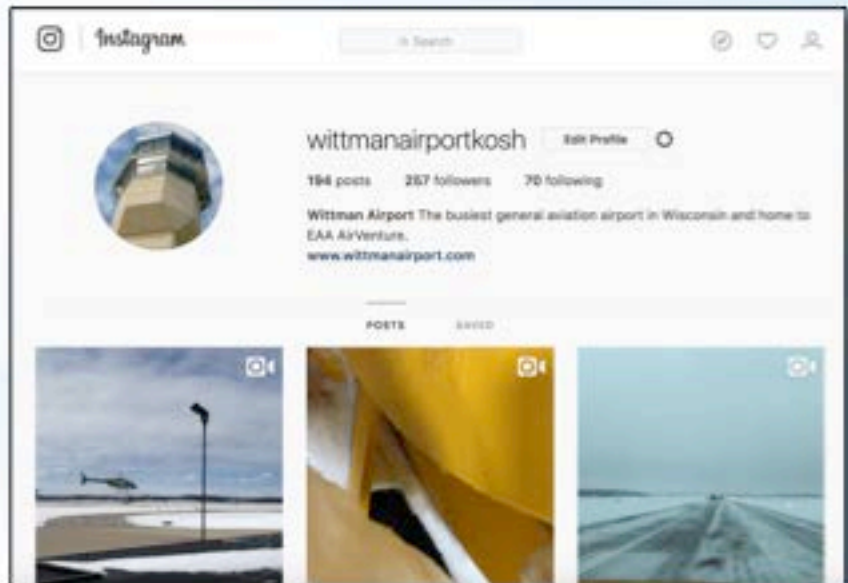
Facebook Monthly Interactions



*Numbers provided by Facebook tracking

* Social Media - Instagram

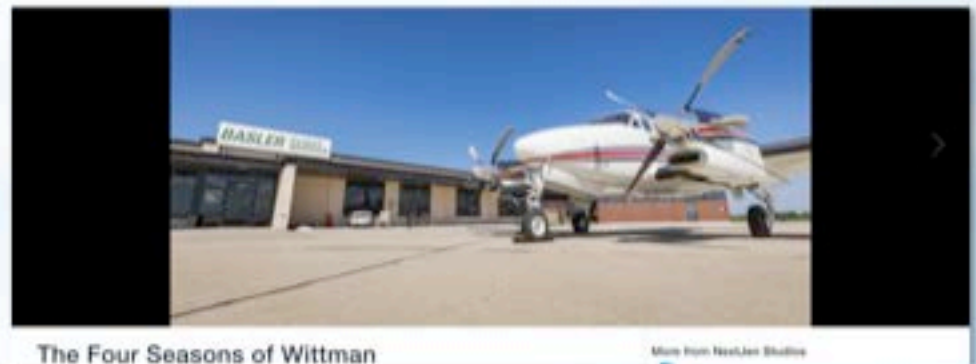
- * Launched July 23, 2017
- * More than 400 posts
- * Average of 168 likes per post (2017 average was 35 likes per post)
- * Average of 78 interactions per post
- * 70,056 unique engagements



*Numbers provided by Instagram business tools.

*Four Seasons of Wittman

- * Follow up video to the AirVenture time lapse released in 2017.
- * Filmed with local tenants and around the entire airport facility. Edited all footage to produce an energetic and involving short film featuring Wittman and airport activity throughout the year.
- * Posted initial video on September 17th.
- * 29,270 views to date!



*Numbers provided by Vimeo and Facebook business tools

* Advertising

- * Advertisements were run in EAA's Sport Aviation, NBAA's Business Aviation Insider, Midwest Flyer and the Civil Air Patrol's "Volunteer" magazine.
- * Total reach of more than 300,000 readers.



*Numbers provided by Civil Air Patrol annual report, EAA Sport Aviation, NBAA's Business Aviation Insider and Midwest Flyer circulation reports.

* Business Development

- * Attended the following conference events:
 - * MRO Americas – Orlando, FL
 - * Met with 46 companies
 - * AirVenture
 - * Met with 72 companies
- * Explored opportunities for new or expanded business at Wittman with all of these companies.
- * Continued to cultivate these relationships through emails and phone calls.
- * Working with the airport director and local organizations to bring these companies to Wittman full time.

* Additional Efforts

- * Created a new marketing brochure for use at trade shows and events along with digital distribution to business park prospects.
- * Revised and updated the Wittman website to be easier to maintain and update, and to be more user friendly.
- * Created pop-up banners to be used at events and trade shows.



* 2019 General Plans



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- * Continued general marketing efforts through social media outlets and recently revised website.
- * Facebook paid ad program to focus marketing efforts direct to business park prospects.
- * National ad program to continue throughout 2018. Ad content to change to specific business park focus.
- * Continued interaction with the local community to further educational efforts on the benefits of Wittman.
- * Work on additional Wittman-focused stories for the “front page” of the Wittman website. Stories to be focused on Wittman tenants and Wittman-specific activities.
- * Assist the Airport Director with community engagements.