

DAA (Dublin Airport Authority)

Dublin Airport is among the ten busiest airports in Europe, growing at a rate of one million passengers a year over the past decade. The airport is managed by the Dublin Airport Authority who are transforming their business and their airports to reflect the changing needs of travellers and the new commercial landscape of the next decade.

The Brief

It was clear from the start that too few customers understood the existing DAA value proposition. 'i-am' were asked to review the brand offer which had been in use for many years and was now past its sell by date both in terms of relevance to the modern airport shopper and to the aspirations of the business. 'i-am' were also asked to recommend a strategic way forward to bring brand clarity and commercial appeal to all future DAA retail formats at all its airport operations around the world.

The Solution

'i-am' created a new brand lead retail proposition communicating clear messages on a functional level with an ability to engage with customers on a more emotional level at the same time. The Loop was the perfect solution offering travellers and airport shoppers a totally new and welcome experience.

The Result

The brand can now look to the world's best retailers as its comparative set. The brand application includes seductive advertising campaign, large scale LCD billboards, a 150 metre sculptural navigational ribbon, stylised store frontages, information desks and retail packaging.



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