

Milwaukee County Executive Abele: Mitchell airport takes home 1st place award for Digital Advertising

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MILWAUKEE - Milwaukee County Executive Chris Abele announced today that General Mitchell International Airport (MKE) was awarded 1st Place in the Digital Advertising category in an awards ceremony at the Airports Council International - North America Marketing and Communications Conference in St. Louis, MO earlier this week.

"We hear travelers say they love flying from MKE, which is not something you hear about O'Hare," County Executive Chris Abele said. "Frequent flyers know MKE is efficient, easy and friendly. We are pleased to receive this award for communicating those qualities through our marketing initiatives."

MKE Airport Director Brian Dranzik said, "Just walking through our airport, I hear passengers talking about the convenience of MKE. Our advertising highlights the advantages of starting your trip at MKE - and not 'connecting by car' to O'Hare. I'm proud of our marketing team for achieving this award!"

To promote awareness in Wisconsin that MKE offers nonstop flights to 50 destinations, and easy one-stop connections to nearly anywhere in the world, the digital advertising was part of a rebranding campaign that launched in fall of 2016. The campaign centers on the concept that MKE can connect you to your favorite people and places with ease, creating a more personal connection with our

community. An MKE route map was superimposed on top of travelers' hearts, along with the phrase "Wherever Your Heart Desires," creating a deeper connection between travelers and where they "love" to go. The key message also connected business travelers with their most frequent destinations, because they "heart" nonstop flights, too!

The digital ads created a 12 percent boost in visits to MKE's website, where travelers can one-click to an airline's website and book a trip.

MKE partnered with Milwaukee-based marketing communications firm 2-Story on concept and creative.