



# Worth another look

## How 787 model livery appeared on posters

By DAWSALEE GRIFFIN

It's not every day that an airline CEO is moved to tears. But that's what happened when Ethiopian Airlines CEO Ato Girma Wake received a 787 model bearing a special livery representing the history and culture of Ethiopia.

"There is a lot of emotion involved in the sales process," said Ihssane Mounir, Commercial Airplane's International Sales director. "We learn so much about our clients' culture and history along the way and this was a great opportunity to show our appreciation for a very good Boeing customer."

The Airline Marketing Services group in Commercial Airplanes led the effort to develop the design. Its staff members specialize in using their knowledge of Boeing's airline customers to help the airlines design market-

ing campaigns, promotional materials and corporate identity programs to promote their Boeing products.

What was different about this request, however, was that it focused on aspects of the airline's home country. Previous custom designs have focused primarily on the airline's logo and livery. Indeed, Wake liked the design so much he asked Boeing to look into creating the livery on a full-size airplane and reproducing it as a poster the carrier could use at travel agencies.

Patty Roberts, Regional Marketing director—Africa and South Asia, who worked on the model livery, said the team took the montage and developed it into a poster using more historical and cultural elements, including Ethiopia's famous long-distance runners.

The design's appeal was further validated when Ethiopia's Consul General in Seattle asked to use the poster in a brochure promoting Western investment in Ethiopia.

"We are so proud of the graphical elements in the 787 poster," Wake said. ■

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A series of Boeing-made posters honors the home nations of 787 airline customers such as Ethiopian Airlines (top), as well as (above) LOT Polish Airlines, Air Canada and ANA (All Nippon Airways).

## Poster program spreads to other 787 customers

A special livery created for a model airplane has led to a poster program for all 787 customers.

Ethiopian Airlines CEO Ato Girma Wake received a 787 model sporting a special livery that evoked the history and culture of Ethiopia. He liked the design so much that he asked Boeing to look into reproducing it in posters Ethiopian Airlines could use at travel agencies.

Consequently, Rob Pollack, vice president of Brand and Market Positioning for Commercial Airplanes, suggested expanding the concept to include all 787 customers.

"It was a unique opportunity to change from the typical airline business focus and show our customers how much we appreciate them and their culture and history," said Pollack. "It also shows our employees how global our business really is."

With agreement and funding from the 787 program, Patty Roberts, Regional Marketing director—Africa and South Asia, tapped Boeing Shared Services Group Creative Services to design a template for the poster series. Don Thoreby, art director/designer, created the templates, while designer Dean Roberts created the poster montages. They worked closely with Sales, the customer airline and Patty Roberts to choose images reflecting the history and culture of each airline and country and those easily recognizable to Western visitors.

"It was a challenge to stay away from stereotypes and create unique posters celebrating each of the 787 customers," said Thoreby.

"The poster series has been very popular with the airlines who have adapted elements for use in ads, on billboards, on luggage tags, in brochures and on annual reports," said Patty Roberts.

—Dawsalee Griffin