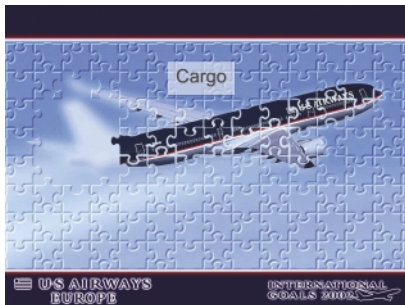


► US Airways ► Multimedia-Presentation



Customer Services

'how to better support our Sales Team' and 'how to become a source of revenue...'

	S:00	S:05	PAWOBS /1000	Complaints /100K	Compliment /100K	A/C Damage
AMS	73%	85%	2,5	98	15	0
CDG	79%	88%	3	100	15	0
FCO	78%	81%	0,6	72	15	0
FRA	70%	80%	1,7	74	15	0
LGW	75%	83%	2	92	15	0
MAD	81%	87%	1,2	134	15	0
MAN	79%	86%	1,2	92	15	0
MUC	88%	90%	1	81	15	0
EUR	78%	85%	1,7	77	15	0

US AIRWAYS EUROPE INTERNATIONAL GOALS 2008



► The Challenge

As reflected in US Airways' organizational structure, the airline's European operations consist of five business divisions, which are located in various European countries. As a first, these five divisions were to present their strategic business goals at the annual international management meetings as a group. ITMS Marketing's task was to develop a multimedia presentation, which effectively visualized the joint performance and delivered it in a distinctive style. Designed to convey the subject matter in a clear, attractive and powerful way, the application at the same time had to be designed in a user-friendly manner, to allow US Airways executives to make last-minute content changes themselves.

► The Solution

The concept was visualized through a puzzle of US Airways' fleet flagship, the Airbus A330-300. Just like the different business divisions, the 3-D animated puzzle formed an entity. The presentation persuasively stressed the fact that only as an entity is the aircraft able to take off, and that, correspondingly, the different company units can only reach their yearly business goals and objectives together as a group. To clearly distinguish the presentation from common business presentation standard, and to offer US Airways' highest management level a sweeping presentation, film sequences were developed, applying the most current 3-D software. The video clips vividly and impressively implemented the described idea.

► The Solution

The presentation with its creative and elaborated design and implementation provoked the most positive reactions at the upper management level of US Airways. In the opinion of the different European business divisions' management leaders, the presentation positioned the company in a new light as an organized and consolidated entity. Additionally, US Airways management was excited about the presentation's user-friendly applications. Staff with no computer literacy managed to use the presentation and make content changes