

# AÉROPORTS DE PARIS

*The world is our guest*

Aéroports de Paris - 291 boulevard Raspail - 75014 Paris - tel 01 43 35 70 70 - fax 01 43 35 72 00



**AÉROPORTS DE PARIS**



## AÉROPORTS DE PARIS

*Le monde entier est notre invité*

# Press release

Pierre Graff, President of Aéroports de Paris and Pascal Bourgue, director of corporate Communications have presented today the new image of Aéroports de Paris.

Starting from 6 June 2005, the passengers will discover the new visual identity and the new sound identity. The in-depth work carried out on the strategic objectives and on the values of the Group aimed at a complete renewal of the elements forming the brand. The change allows Aéroports de Paris to build a new relationship with its customers.

**"Aéroports de Paris is a powerful brand. It must be identifiable and recognizable by everyone. It serves our ambition to become the most attractive airport system in Europe."** Pierre Graff

- **A new visual identity:**

The logotype made of a winged Eiffel tower and a sun reaffirms the anchorage of the company in Paris, the "city of light". It expresses the customer service mission of Aéroports de Paris.

- **A new claim:**

**"The world is our guest"** proclaims the first mission of Aéroports de Paris, customer service.

- **A new sound identity:**

Airport announcements are strong elements of the relationship between Aéroports de Paris and its 73 million passengers which travel to or from its airports. The creation of a new sound identity has the ambition to respond to the needs of comfort and well-being of the passengers. The Group has adopted for the first time a corporate sound identity which will be heard at both Paris-Orly and Paris-Charles de Gaulle airports.

- **A new website:**

The creation of the [www.aeroportsdeparis.fr](http://www.aeroportsdeparis.fr) website is a fundamental innovation in the service strategy of the company. Primarily designed for passengers the new site privileges simplicity and practical information. This new approach will allow passengers to better prepare their trips and to benefit more from the services offered in the terminals. The technology used will allow the future development of new e-services such as the on-line reservation of parking space.

- **The creation of a complimentary magazine for passengers:**

Starting from 10 June 2005, the airports passengers will be able to read Aéroports Magazine, a source of entertainment information. This bilingual (French-English) 84-page magazine edited at 300,000 copies will also offer useful information and coupons to use in the airports boutiques. This new tool reflects the group's sheer will to bank on the synergy between complimentary services and services with charge.

Finally, starting next spring and **for the first time in its history**, the Group will launch an advertising campaign in the press and on television.

A film directed by DDB agency was specially created for the campaign.

---

press Contact: Jérôme Dutrieux 01 43 35 70 70

Aéroports de Paris, airport authority, manages 14 airports and aerodromes in the Parisian region, including Paris-Charles de Gaulle and Paris-Orly airports. The group strategy can be defined as follows:

- To reinforce our core business in order to develop the capacities, to increase the efficiency, to upgrade and enrich our airport services
  - To fully exploit our retail and real estate potential
  - To emphasize our high value-added expertise such as engineering, airport management, and telecommunications
- In 2004, Aéroports de Paris had a turnover of 1,821 million euros and handled 75, 3 million passengers in its airports, of which 51,3 million at Paris-Charles de Gaulle.

# Content

## **A new identity for a new strategy**

*page 4*

**Strengths and strategy of Aéroports de Paris**

*page 4*

**The creation of a powerful and identifiable brand**

*page 4*

## **The new image of Aéroports de Paris**

*pages 5-14*

**The new visual identity**

*pages 6-7*

**A new atmosphere in the terminals**

*page 8*

**A corporate claim, "The world is our guest"**

*page 9*

**The creation of a corporate sound identity, "Parisian Magic"**

*page 9*

**The corporate advertising campaign**

*pages 10-11*

**A new website**

*page 12*

**The creation of a consumer magazine, "Aéroports Magazine"**

*pages 13-14*

**Appendix**

*pages 15-18*

# A new identity for a new strategy

## Strengths and strategy of Aéroports de Paris

On 17 September 2003, Pierre Graff was appointed President of Aéroports de Paris. He defines the new mission "Aéroports de Paris is now a company dedicated to customer service."

On 31 March 2005, the Parliament adopted a bill transforming the state-owned company Aéroports de Paris into a French limited corporation (SA). This new status gives the company a legal frame to fulfil its ambition to become the number one airport group in Europe.

On 21 April 2005, at the annual results presentation Pierre Graff revealed the strategy of the company: **"with our unique strengths in the field of the air transport sector in Europe, we have all the means to realize our ambition":**

- An exceptional location
- Unmatched infrastructure and capacity
- Three complementary platforms
- Powerful partners

**"Our business is customer service. Our approach is comprehensive. Our goal is to exploit the entire value-added chain of airport activities. That is why our three strategic goals are complementary"**

- To strengthen our core business in order to develop the capacities, increase the efficiency, upgrade and enrich our airport services
- To fully exploit our retail and real-estate potential
- To emphasize our high added-value expertise in engineering, airport management and telecommunications

## The creation of a powerful and identifiable brand

For over a year, Aéroports de Paris has been undergoing a major change. In this perspective, building a powerful brand is essential to highlight the strategic assets of the company and to ensure its development. The passengers and the airlines are at the core of the system.

The new brand is a tool creative of an internal drive and creative of value which will place Aéroports de Paris in the midst of brands with a strong reputation.

*The brand is a powerful guideline for the customer*

*A passenger's quote: "Aéroports de Paris, we never get to see them. It is difficult to know what they do".*

*Source : Destination Clients survey, December 2005*



# The new image of Aéroports de Paris

The new image of Aéroports de Paris will be revealed to the public on 6 June 2005. From then on, the customers will be able to discover:

- The visual identity which is based on elements of the company's heritage and which reaffirms the anchorage of the company in Paris
- The sound identity which establishes a direct link with the passengers in the terminals
- The claim, which proclaims the mission of Aéroports de Paris
- The corporate advertising campaign to explain our mission and our skills through the media
- The new website
- The new consumer magazine



## *A new identity based on the founding act of Aéroports de Paris*

*In November 1944, Alain Bozel, General Secretary of the War Ministry to General de Gaulle, described the future Parisian airport as a modern company with a comprehensive service dedicated to airplanes and passengers. In his report, he defined the missions which have become those of Aéroports de Paris:*

*"The airport is a real city entirely designed for the multiple services it will have to offer(.....). The airport will indeed be a city, because cities develop where reaches the flow of external wealth..... Those near the sea have prospered thanks to their ports; the inland cities have bloomed nearby their rivers, then their railways. The cities of tomorrow will thrive around their airport."*

*Alain Bozel*

**"All these actions make a coherent whole and help build a new ambitious brand. It is a powerful brand, identifiable and recognizable by everyone. It expresses the commitment of Aéroports de Paris to become the most attractive airport group in Europe".**

***Pierre Graff***



## The new visual identity



Aéroports de Paris associated to W & Cie to create a new logotype illustrating the new identity of the company. It is composed of two main elements : a symbol, the winged Eiffel Tower, and the name of the company: Aéroports de Paris.

The Eiffel Tower represents a unique and universally renowned sign symbolising Paris and France, the first tourist destination in the world. It is also a work of art admired for its uniqueness which refers to the architectural personality of the terminals.

The sun refers to Paris, the "city of light" and to the radiance of the Paris-Charles de Gaulle hub. The graphic treaty is fluid and light. The symbol is, on the other hand, firmly tied to the ground, illustrated in the logotype by the blue line which represents the tarmac and reaffirms the mission of Aéroports de Paris: the ground reception of passengers and airplanes.

This new identity will be displayed on all the visual aids of the company.

It will progressively be placed in the terminals but also on the vehicles, the uniforms, the signs and all the communication aids in accordance with the new graphic charter of the company. The creation of the new identity represents a cost of 65,000 euros.

### 35 concrete steles



### 2,000 vehicles



*In 1968, Adrian Frutiger created a typography for Aéroports de Paris*

*The use of the Frutiger typography reinforces this anchorage by highlighting the scope of the airport business of Aéroports de Paris. It also makes the link with the company's heritage. Indeed, this typography has been created for Aéroports de Paris by Adrian Frutiger and was then called "Roissy". It was designed to be easily read by the international travellers. It has since been used on all the signposts of Aéroports de Paris. It is nowadays one of the four fonts recommended by IATA for airport information signs.*

Since its creation in 1945, the logo of Aéroports de Paris has experienced several transformations before appearing under the shape of a winged Eiffel tower.

**1945**



**1973**



**1984**



**1995**



**1945 :**

The first visual identity of Aéroport de Paris highlighted two strong elements: the boat, symbol of the city of Paris, and the wings, symbol of air transport.

**1973 :**

Aéroport de Paris chose a logo composed of the initials AP, in bold typography, on a blue squared background.

**1984 :**

Use of the acronym "ADP". New colors were added to this acronym: the yellow referring to the signposts in the terminals and the black. The stripes stressed the notion of movement and the tilted letters symbolised speed.

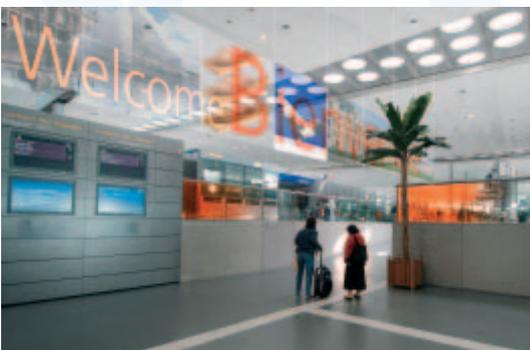
**1995 :**

The grey lines on the acronym were reduced to offer more visibility. The name Aéroports de Paris was enlarged using all the space under the acronym. The yellow line separating the name of the company and the acronym were placed under Aéroports de Paris, making a complete block.

## A new atmosphere in the terminals

Further to the creation of its new brand, Aéroports de Paris is upgrading its terminals to create user-friendly and hearty reception areas offering passengers a better visibility of the services available. Aéroports de Paris is creating in the terminals a new atmosphere conducive to relaxation. The time spent in the terminals becomes hence an entertaining moment and prepares the passengers to a pleasant journey.

Starting in the summer of 2005 these new upgrading concepts will be tested in the pilot terminal 2C of Paris-Charles de Gaulle airport.



The new developments in terminal 2c

## A corporate claim, "The world is our guest"

Aéroports de Paris sums up its new campaign in the claim "the world is our guest". Elaborated with DDB agency, the claim is today the unifying element of Aéroports de Paris around a common mission, customer service.

The "world" symbolizes the strength of the company, its international dimension and its unmatched capacity. Having the world as a guest is rather a demanding challenge. It is a reminder that Paris is the most visited city in the world.

The pronoun "our" refers to the teamwork carried out in the airports. This claim highlights and motivates the staff because to be part of a company that has the world as a guest, is to be part of a demanding company which puts the customer, "guest" at the center of its approach.

"Our" creates a collective message associating a variety of actors, such as the partners, to the Group's mission.

Hence not only the Parisians but all the French identify with Aéroports de Paris.

The claim has a commitment value to the customers as the invitation is in itself a promise of recognition, care and proximity.

It expresses above all the mission of the 9,500 employees of the company, to provide services for 75 million guests each year.

## The creation of a corporate sound identity, "Parisian magic"

In 2004, 75, 3 million passengers have been through the Parisian terminals and have listened to the sound identity of Aéroports de Paris through the messages broadcasted in the terminals. The travellers also hear the jingle of Aéroports de Paris when they call the information centers.

The sound identity represents an important means of communication from the company towards the passengers. 1,000 announcements are made daily at Paris-Orly airport and 2,000 at Paris-Charles de Gaulle which amounts to one million announcements a year!

Created in collaboration with "Sixième Son" agency, the new sound identity "Parisian magic" must adapt to the different applications, which last between 3 seconds for the announcements in the terminals and 2 minutes for telephone messages. About ten variations with a stylistic coherence have been created for all the multimedia aids.

Aéroports de Paris is adopting for the first time the same sound identity for its airports (Paris-Orly and Paris-Charles-de-Gaulle). Musically the "Parisian Magic" is built from multiple intertwined sounds. This original composition illustrates the life of the airport. It is itself nourished by moments of life and crossed histories of passengers.

## The corporate advertising campaign

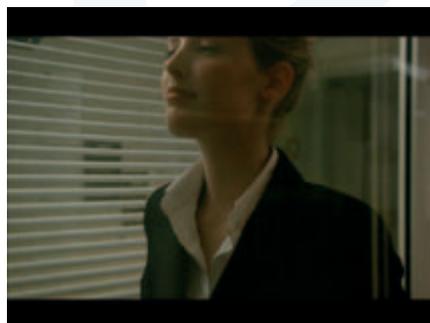
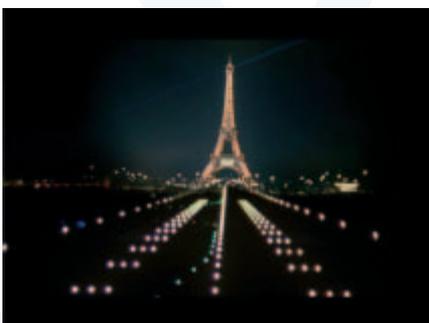
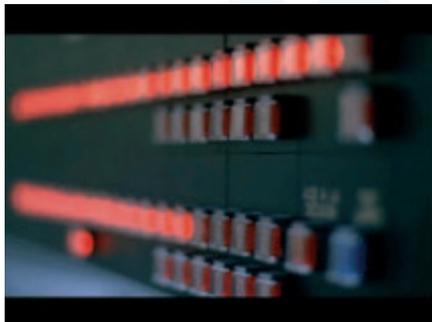
In December 2004, Aéroports de Paris selected the group DDB France to help conceive its new communications policy and organize the new corporate campaign.

"To highlight the missions and the business of Aéroports de Paris by showing that each of us works to provide for the world", is the main principle of the campaign planned by the agency. The campaign was based on the image of Paris as a model of luxury and excellence and on the images associated to the capital city.

- The advertising film which lasts 40 seconds was directed by Rob Sanders (Gang film production). It presents men and women of Aéroports de Paris orchestrating a symphony of lights to greet the visitors arriving in Paris because "the world is our guest". The sequences will take place in the areas usually known from the public but also in the backstage such as the baggage sorting areas or the security checkpoints.

The music of the advertising film, "The Grand Choral" is drawn from the film "La nuit américaine" directed by François Truffaut in 1973. The music of the film was composed by Georges Delerue and re-orchestrated by Philippe Osman.

- Broadcasting dates: on 11 and 12 June for the Bourget Airshow inauguration and launch of the campaign in the fall of 2005.



images from the advertising campaign

- A press campaign will introduce the commercial. It stages the customer service mission of Aéroports de Paris. Each advert stages a skill through a symbolic profession: plane marshaller, architect, electrician, fireman... The men and women of Aéroports de Paris demonstrate their sense of customer service, and their expertise.
- Launch of the campaign on the fall of 2005



Press advertisement

- Visuals of the campaign will also be displayed inside and outside the terminals of Aéroports de Paris in the summer of 2005.



Poster

## A new website

The new website of Aéroports de Paris will be available on 6 June 2005, with a new address: [www.aeroportsdeparis.fr](http://www.aeroportsdeparis.fr)

- 75% of Paris-Orly or Paris-Charles de Gaulle passengers visit the website of Aéroports de Paris before travelling.
- 500,000 visitors get information from the site each month,
- 1,500,000 pages are read each month reaching sometimes peaks of 40,000 visits a day.

The website will also be a privileged tool for financial communications.

Primarily designed for passengers, the site is built in a hub-like fashion. It directs the user towards the appropriate section. With a practical approach, it answers the questions of the customers of Aéroports de Paris according to their needs. It is composed of three sections: the passengers, the professionals and the Aéroports de Paris Group.



The passengers section gives the necessary information for all the stages of the trip preparation from baggage to boarding. It will be possible to book a parking space, follow the boarding of a flight in real time...

The professionals section is built around three strategic themes:

- the airport business
- the real estate offer and the retail
- the expertise (the subsidiaries)

The third section is dedicated to the presentation of Aéroports de Paris. This corporate section informs on all the activities of the Group.

## The creation of a magazine for passengers: Aéroports Magazine

Aéroports de Paris launches a cultural and entertainment magazine. Starting from June 2005, Aéroports Magazine will be available each month for passengers in all the boarding lounges of Paris-Orly and Paris-Charles de Gaulle.

Aéroports Magazine is an 84-page bilingual magazine (French/English), with an edition of 300,000 copies, and 10 issues a year. The magazine represents a privileged and direct link between the airport and passengers as it will offer a better knowledge of the company and its services. The magazine is also an efficient means to transform the wait time into entertainment time.

Aéroports Magazine is organized around three themes:

- **Entertainment information:**

It informs on the tourist attractions and entertainments in the capital and other big cities of France (exhibitions, shows...). It also presents a choice of international cultural events to trigger new travel desires. Aéroports Magazine is a mirror of the parisian life and in each issue, a celebrity will be interviewed to give his or her vision of the capital city.

- **The products of Aéroports de Paris Boutiques:**

Aéroports Magazine presents the offers of the airports 207 boutiques. Ten pages will be dedicated to "shopping by themes". It is a real guide for Parisian events. A series of coupons will be inserted in each issue so that the reader can benefit from the special offers of the airports boutiques.

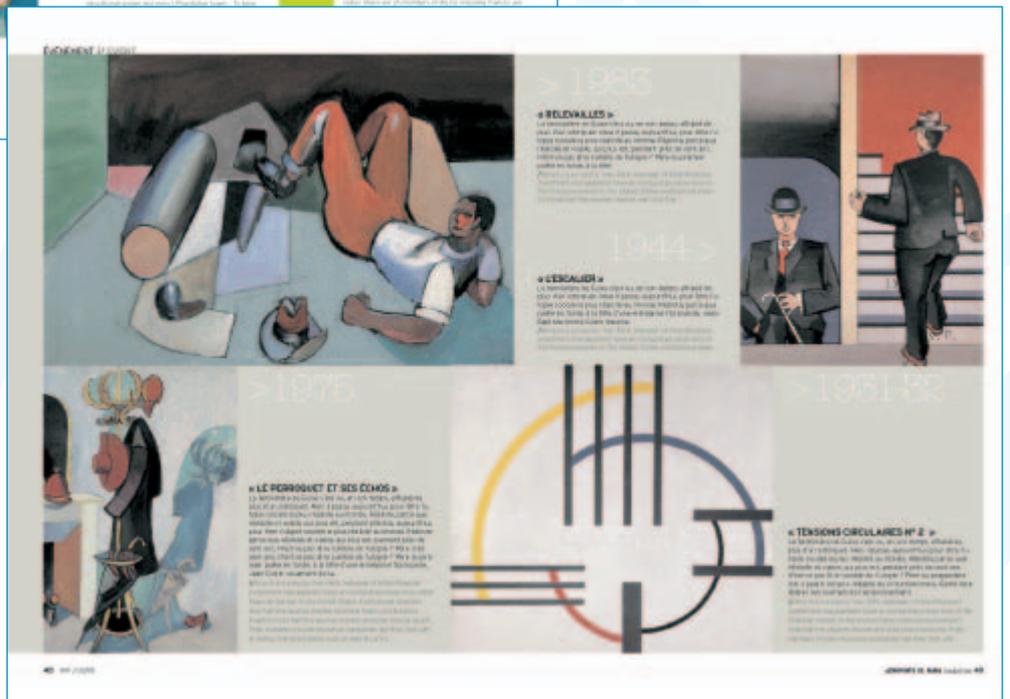
- **The services and products of Aéroports de Paris:**

This section draws a portrait of the company. It describes the jobs and the structures of Aéroports de Paris. It also informs passengers on the different services available in the airports: parking lots, information desks, medical services ...





This new tool reflects the sheer will of the Group to bank on the synergy between free services and services with charge. The financing of the magazine is partly insured by the advertising inserts. The Textuel agency is in charge of the edition of the magazine and the sale of the advertising space.



## Appendix 1: Key dates for the launch of the new identity

*June 1, 2005:*

The new identity is presented to the 9,500 employees of the company

*June 2, 2005:*

Pierre Graff, President of Aéroports de Paris, reveals the new image of Aéroports de Paris to the staff and to the press

*June 6, 2005:*

launch of the new identity in the terminals and the new website

*June 10, 2005:*

Aéroports Magazine is distributed in the terminals to passengers of Paris-Orly and Paris-Charles de Gaulle

*June 11 and 12, 2005:*

launch of the advertising campaign

*Summer 2005*

Display of the campaign visuals in the terminals

*Fall 2005*

Launch of the corporate campaign in the press and broadcasting of the advertising campaign on television



## Appendix 2: Projects information sheet

### • Advertiser: Aéroports de Paris

Director of Corporate Communications: Pascal Bourgue  
Head of External Communications and Brand Department: Christophe Lepeu  
Image, advertising and visual identity Manager: Valérie Boissier  
Edition, Multimedia and Website Manager: Valérie Dagand

### • Visual identity

Name of the agency: W&Cie  
Mission: visual identity, graphic territory, graphic chart, display of the visual identity in the terminals  
Agency manager: Denis GANCEL  
Project manager: Martin PIOT  
Creative managers: Gilles DELERIS and Grégoire GILLES

### • Sound identity

Name of the agency: Sixième Son  
Agency manager/Creative manager: Michaël BOUMENDIL  
Project manager: Guillaume BAZIN  
Sound identity creation: "Parisian Magic" composed by M Boumendil and S Horeczko, edited and produced by Sixième Son  
Adaptation tools: Olivier Aude, Michaël Boumendil, Julien Goris, Stéphane Horeczko

### • Corporate claim and advertising campaign

Name of the agency: DDB Paris  
Mission: Organize the advertising communications of Aéroports de Paris (corporate, products and services)  
Agency managers: Bertrand SUCHET-Pierre Le Gouvello  
Project managers: Caroline VALLAS- Aline LOZAC'H  
Creative manager: Bertrand PALLATIN  
Creative assistants: Laurent MONCOMBLE, Philippe FLEURIET, Alexandre VERET, Frédéric SOUNILLAC, Sebastien SKRZYPCZAK

### • [www.aeroportsdeparis.fr](http://www.aeroportsdeparis.fr)

Name of the agency: SQLi studio  
Mission: editorial, functional, graphic and ergonomic conception of the new website  
Agency manager: Guillaume ROTROU  
Project manager: Thierry DROME  
Creative manager: Frédéric KALFON  
Creative assistants: Virginie GELAS, Patrick PARFAIT, Olivier SERRES

### • Aéroports magazine

Name of the agency: Textuel  
Mission: Creation and edition of Aéroports Magazine  
Agency manager: Gilles ABOUT  
Project manager: Géraldine GRESSARD  
Creative manager: Bénédicte GENET  
Creative assistant: Yolande APPELHAUSER



## Appendix 3: Aéroports de Paris is changing...

**September 2003:** Pierre Graff is appointed President of Aéroports de Paris. He announces the project of transforming the state-owned company Aéroports de Paris into a French limited corporation (SA).

**April 2004:** Aéroports de Paris launches the week-end flat rate in the Paris - Orly car parks. Passengers pay 35 euros, to park their cars for 2 days minimum and 4 days maximum.

**July 2004:** launch of the "gilets jaunes" in the terminals. This assistance and customer service offer is particularly appreciated in times of big rush or crisis.

**October 2004:** launch of the new airport television channel AEO (300 screens in the terminals before the end of 2006). The programs aim at a potential audience of 75 million viewers.

**November 2004:** refurbishing of the Paris-Orly car parks to create a new environment with a more modern lighting system and upgraded information signs.

**August 2004-December 2004:** launch of an operation to increase of the retail areas at Paris-Charles de Gaulle. These initiatives are extremely successful among passengers and concessionaires.

**January 2005:** Aéroports de Paris regulates passengers pick up by taxis to reduce the wait time at rush hours.

**February 2005:** inauguration of car wash stations in the guarded car parks of Paris - Charles de Gaulle for a cost of 15 to 37 euros.

**February 2005:** launch of the refurbishing of hall 2 of Paris - Orly West dedicated to the "Air France - KLM air shuttles". The upgraded terminal will be lighter, more easy-friendly and more comfortable.

**March 2005:** Paris - Orly upgrades the quality of customer service by providing information on plane and baggage delivery delays.

**30 March 2005:** launch of the "Destination Clients" charter which includes 12 customer service commitments. This charter adds on to and emphasizes the "rapid victories" recorded in 2004. These improvements will become tangible in 2005 and 2006.

- replacement of all the baggage carts
- changing of all the seats in accordance with the choice expressed by the passengers
- Wi-Fi equipment of all the terminals
- upgrading of food halls and children play areas in all the terminals
- creation of environments adapted to the spirit of travel
- installation of work areas and plugs to recharge portable tools
- improvement of passenger flows at security checkpoints

**2 June 2005:** Aéroports de Paris reveals its new image: logotype, website, sound identity, corporate advertising campaign and launch of a consumer magazine.

**15 June 2005:** Opening of a new temporary departures lounge at Paris - Charles de Gaulle. A year after the accident of terminal 2E, Aéroports de Paris has shown a great reactivity and has recovered its initial installation capacities.

**Between now and 2008:** Aéroports de Paris is investing to reinforce the capacities of the first european hub at Paris - Charles de Gaulle. Among the big investment projects, we can cite :

- Automatized baggage sorting system (2006)
- People mover, CDG Val (2006)
- Satellite S3 (spring 2007)
- Refurbishing of terminal 1 (2008)
- Regional terminal (2008)

