

Liverpool John Lennon Airport

In October 2006 BroomeJenkins were commissioned by Liverpool John Lennon Airport to undertake a programme of work funded by the North West Regional Development Agency (NWDA) as part of a £1.6million gateway scheme. The project, split across eight deliverables, aims to prepare the airport to 'welcome' visitors to Liverpool and the region as it celebrates 2008 as European Capital of Culture.

Due for completion in September 2007 this project involves a number of stakeholders, specialist consultants and over fifteen suppliers under the creative supervision of BroomeJenkins. The NWDA brief needed to be rationalised as many of the deliverables were open to interpretation. Therefore at the start of the project it was clear that unless the brief was clarified then the deliverables may or may not have matched the Agency's expectations.

Reviewing the briefing stage enabled all of the deliverables to be scrutinised and clear statements of objections and actions to be identified. Following the initial review what became apparent was that there was limited three dimensional (3D) works to be undertaken and the project was much more about two dimensional (2D) presentation and video-based media.

However, interpreting the 2D elements and media into a 3D context has required more skills than a pure project management company could have brought to the table. What BroomeJenkins have provided throughout this project is a creative platform to bring together specialist consultants and suppliers. For example, one of the primary deliverables was to ensure that a very positive 'first impression' of Liverpool and the region was presented as soon as the passengers touch down at John Lennon Airport. To achieve this, seven airside carrier buses are being wrapped with colourful graphics depicting a city and regional journey. Illustratively presented, the artwork weaves a number of stories using images from Liverpool's sky line, through to the rolling landscape of the lakes.



LiverpoolJohn
LennonAirport 
above us only sky

 Northwest
REGIONAL DEVELOPMENT AGENCY

Liverpool 
EUROPEAN CAPITAL OF CULTURE

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On board the airside carriers the journey continues onto new LCD screens which run a newly created 'welcome' video where we see the illustrations from the outside of the buses used within the video. Bringing together the 2D creative agency and the media providers has enabled a very creative and exciting way of delivering a number of the video-based messages both on the buses and in and around the terminal building. Under our management the media providers have enabled the still 2D illustrations to come alive in an animated sequence.

Throughout the terminal building the illustrations continue as the passenger travels through the baggage collection points and exit. The decision to depict the journey as a series of images linking regions is a move away from the more traditional corporate approach where posters are commonly used to show regional highlights. The reason this method was selected was to create separation between the photographic advertising panels which occur throughout the building. Opting for a graphic method not only introduces a different medium but ensures this work doesn't blend into other photo-realistic images.

Where other airports have used abstract images to provide 'a sense of arrival', Liverpool John Lennon uses illustration and image to engage the passenger. As funder and major stakeholder, the NWDA's five regional Attack Brands – Liverpool, Manchester, Chester, Blackpool and the Lakes are depicted in a graphic form. Subtle and more obvious references to these towns and cities can be found within the design as a means of conveying to the passengers walking by the variety of visitor attractions in the region.

Supporting this graphic approach are more traditional literature pick-up points where visitor guides and event-based brochures can be collected. Even the flooring does not escape a branding treatment as 08 Capital of Culture logo's mark the route to the baggage hall.



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In the baggage hall the stories and the themes continue but in much greater detail. As passengers wait to collect their bags each column tells a regional story for the viewer to explore.

Implementing all of these areas throughout the terminal building has required a mix of different suppliers and contractors. The selecting of suppliers and contractors to deliver this programme of work has been an enormous task as all sub-consultants, suppliers and contractors have had to meet the rigorous checks the airport need to formalise the appointment. Part of BroomeJenkins' remit has been to identify and manage the supplier appointment. Obtaining samples, quotations and finalising details have all been part of the creative process.

To date there are fifteen supplies to the project, most of which are now formally appointed and are awaiting airport timings to move to implementation. The project as a whole has involved inputs from the airport, the NWDA and Liverpool Culture Company. Partnering BroomeJenkins have been the airport's architects, 2D consultants, and media consultants. With the exception of raising purchase orders the following list highlights the extent of our involvement in this extensive piece of work:-

- Developing the brief
- Production of 3D concepts
- Identifying specialist 2D consultants to partner on the project and obtaining fee proposals
- Identifying specialist Multi-Media consultants to partner on the project and obtaining fee proposals
- Creative direction of all 2D and Multi-Media elements
- Selection of suppliers/contractors and obtaining quotations
- Production of detailed drawing package for site installation
- Hosting fortnightly review meetings
- Co-ordination of contractors on-site
- Supervision and on-site management during implementation

At the end of the autumn 2007 will see the completion of this exciting programme of work and will present Liverpool John Lennon Airport as a credible gateway to the Northwest of England.



Broome**Jenkins**

T: 0044(0)1243527177

F: 0044(0)1243527213

M: 0044(0)7711675216

E: barry@broomejenkins.com