



American Airlines

Rexam Image Products Flying High Shortly after DDB-Needham, an international advertising agency, created a new advertising campaign for American Airlines, the agency began searching for a company that would be capable of producing a large number of high-quality, full-color banners in a short period of time.

The advertising campaign called for the production of fifty-eight 4'-by-10' banners to be displayed in Chicago's O'Hare Airport. The agency wanted to give the airline a personal face for the consumer, while fortifying its commitment to service. In order to achieve that, each banner would feature different American Airlines' employees, as well as the American logo and tagline. The banners would be seen by thousands of travelers and employees every day and needed to be durable and eye-catching.

Having recently acquired a new wide-format printer, Performance Printing was able to handle the specifications of production and we easily secured the job. However, we did not have much experience in banners and had never handled a banner job of this magnitude. Our pre press manager Joe Phipps and our workers were in an unenviable position. No one on staff had solid production experience and there was very little time to train or even practice on the new equipment. Yet we were being asked to produce flawless banners, which would be seen by millions of people.

Using our Encad Novajet 54 printer, we immediately started having problems in the production process. Phipps noticed that many of the banners were streaking and the media we were using contained numerous defects, including splices. Production slowed, and despite his 20 years of experience in the field, Phipps could not find a way to speed up the process.

"Our biggest problem was the new equipment and techniques," said Phipps. "The quantity of the order, as well as other production problems, was slowing us down. It was already taking us half-an-hour to run the file and three hours to RIP it. With such a long production time, any reworking we had to do really set us back and threatened our ability to meet our deadline."

Phipps soon contacted Jim Fellhauer of AMCAD Supplies, Inc., his local distributor. Initially, he was only interested in ordering an additional supply of our original banner material. However, after learning the parameters of the job, Fellhauer suggested changing

to Rexam's banner media. He already had Rexam's DMVB15 vinyl in stock and Phipps had used Rexam in the past and enjoyed good results.

The change proved to be a good move. With the Rexam media, our Encad Novajet 54 printer was producing clearer images, and production time was dropping. We no longer had to worry about quality control problems like splices and streaks, or wasting time printing on a poor product. With the aid of Fellhauer, Phipps was also quickly mastering the production process.

"Fellhauer definitely helped us," said Phipps. "The Rexam vinyl he suggested was much easier to use and we never had to redo our work. Without Fallhauer's knowledge of the equipment and the media, we might not have achieved such good results. He helped us get through our learning curve."

After 10 days of production, fifty-eight banners were ready for display at O'Hare - quite a spectacular feat. DDB-Needham had already experienced good results with other banner promotions and hoped for the same at O'Hare. They were not disappointed.

"We received immediate feedback on the banners. The campaign was very well received by everyone, especially the employees," said Ethan Smith, account executive for DDB-Needham who oversees the American Airlines account. "The employees enjoy being recognized, while the public continues to stop and take a closer look."

"The end result of the campaign was great," said Joni Herman, American Airlines Advertising Project Coordinator. "DDB-Needham and Performance did a great job and the banners look wonderful. It was important for us to develop a campaign that recognized our employees, as well as reach the public. We feel we accomplished each of our goals."

Since the American Airlines' job, Performance Printing has been using Rexam media exclusively, and we have no intention of ever changing to another brand.