

Design it right

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“Our FBO concept has an extreme brand statement. In character and performance, it is the most advanced, focused design yet to come to the industry and will harness the power of creativity to make a unique statement in a high-class and high-performance jet center design,” explains the design expert. “It will bring aviation and hospitality roots into sharper focus. It is a radical demonstration of the power of developing a bolder, more distinctive design language for FBO services and products.”

What about ‘guestology’? You will not find the word in a dictionary. It is the study of the people for whom services are provided. It is a term that originates from the man who said, “You don’t build it for yourself. You know what the people want and you build it for them” – Walt Disney. In order to provide quality service to its guests, the Walt Disney Company doesn’t just take into consideration what guests need – it tries to learn as much as it can about them to provide what they want, as well. For over 80 years, the company has maintained a comfortable and lasting position in the marketplace. It recognizes that there is a vital link between customer satisfaction and brand reputation. Brand loyalty is a reciprocal relationship that begins with the business – be loyal to your customers in order to receive loyalty in return.

“Our FBO concept fulfills its mission as the foremost operation to focus on communicating the brand’s unique aviation heritage,” the designer stresses. “Every design element has a flowing, curvaceous shape that is interesting to look at from different angles. It tries to avoid any hard edges or corners that so it can maintain the impression of a smooth aircraft fuselage. The overall effect is a most modern expression of technical design. The design of our FBO concept is focused on reinforcing the aviation metaphor.”

Some believe that an FBO should look modern and sleek in every way. Are we flying

to a museum of modern art, a stylish gallery, an efficient workstation, or do we long for an oasis during stressful travels and meetings? Why shouldn’t an FBO be the kind of place that has the feeling of a cozy and comfortable home? Why not go for shabby chic? This is in essence a feminine design style that reflects a casual and relaxed lifestyle and homelike warmth. People appreciate the warmth of hospitality. The only regret visitors should have after a stay at an FBO should be that they couldn’t stay longer!

Nevertheless, the design expert is still making his sales pitch: “Our FBO concept shows how deep roots can inspire new design directions that remain faithful to the brand’s core values. In giving products and services a clear identity, one must not feel restricted by previous design conventions. It will be an avant-garde brand to inspire design themes and features, and explore new ways of expressing what an FBO stands for. It wants to represent the brand’s aviation roots in an intelligent way.”

Intelligence? Ever heard of Abraham Maslow’s hierarchy of needs? Courses in marketing teach Maslow’s hierarchy as one of the first theories as a basis for understanding consumers’ motives for action. Marketers have historically looked towards consumers’ needs to define their actions in the market. If producers design products meeting consumer needs, consumers will more often choose those products over those of competitors, thus increasing sales. Before inviting the trendy designer to plan an FBO, bear in mind that there are more important criteria than prize-winning architecture. Welcome to our state-of-the-art FBO, a home-away-from-home for aircraft owners, operators and passengers. ✈

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