



# Branded Terminal for Manchester Airport

Jas, Jay & Dan

# Objective



At Flybe, we aim to be the market leaders in introducing innovative customer-focused enhancements.

There's no better way to reward our customers with our very own branded terminal, especially catered for our business travellers.

# Brand Values



## Sustainability

Reducing the impact of air travel and to promote sustainable energy

## European Culture

Connecting our passengers to Europe and it's culture

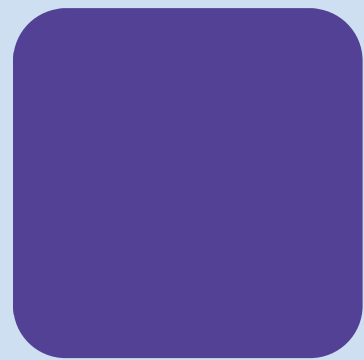
## Passenger Focus

Providing the best and innovative experiences for our passengers

# Colour Scheme



## Primary



Future

Luxury

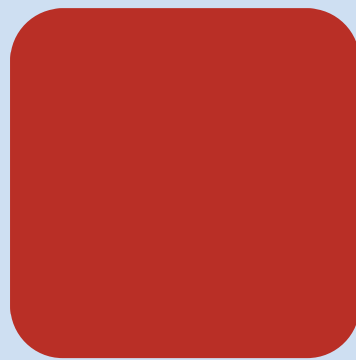
Extravagance



Joy

Happiness

Fun



Power

Strength

Energy

## Secondary



Trust

Intelligence

Dignity



Peace

Serenity

Spiritual

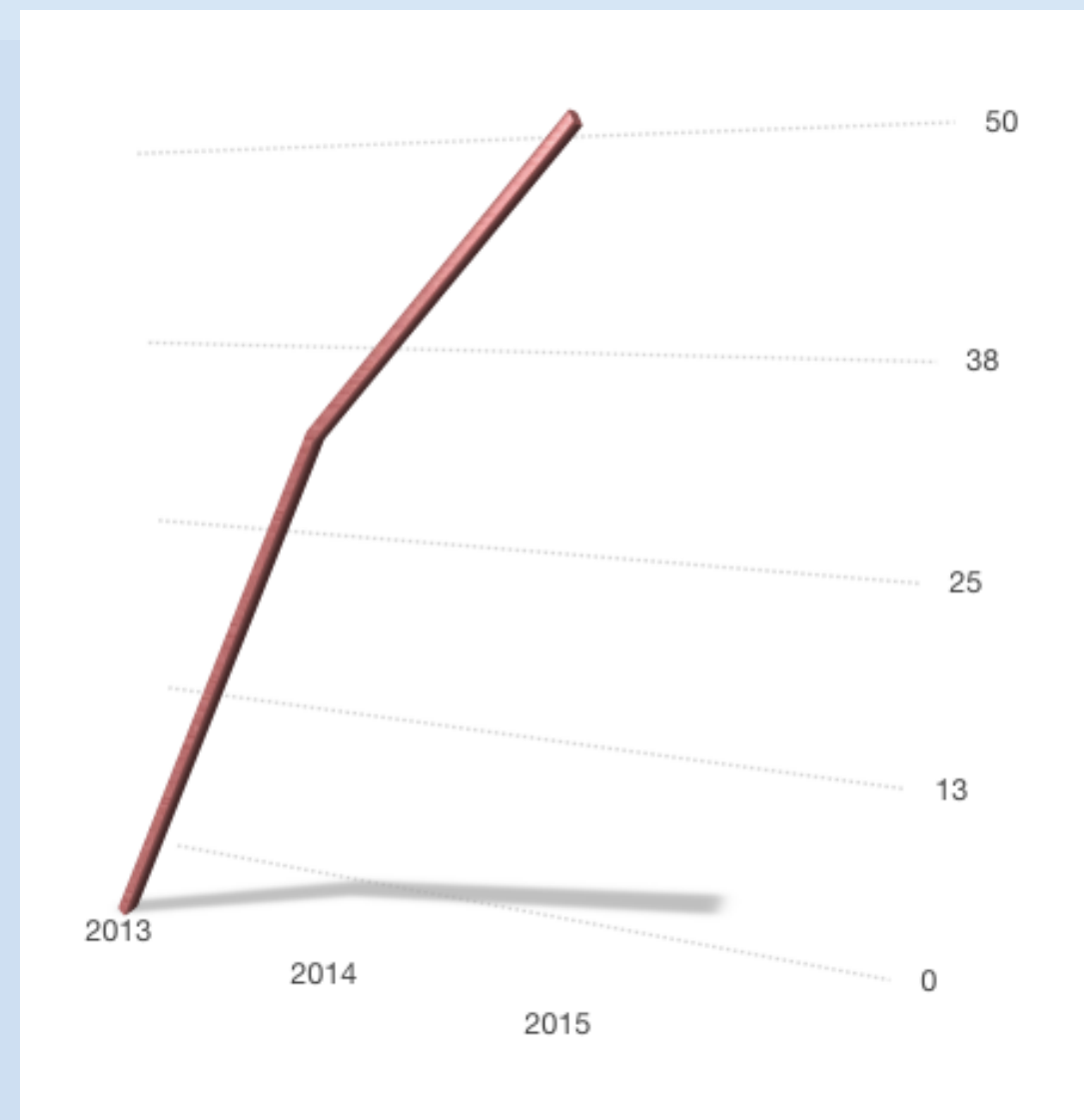


# Market



Flying for business has been in a constant rate of increase from as early as April 2013.

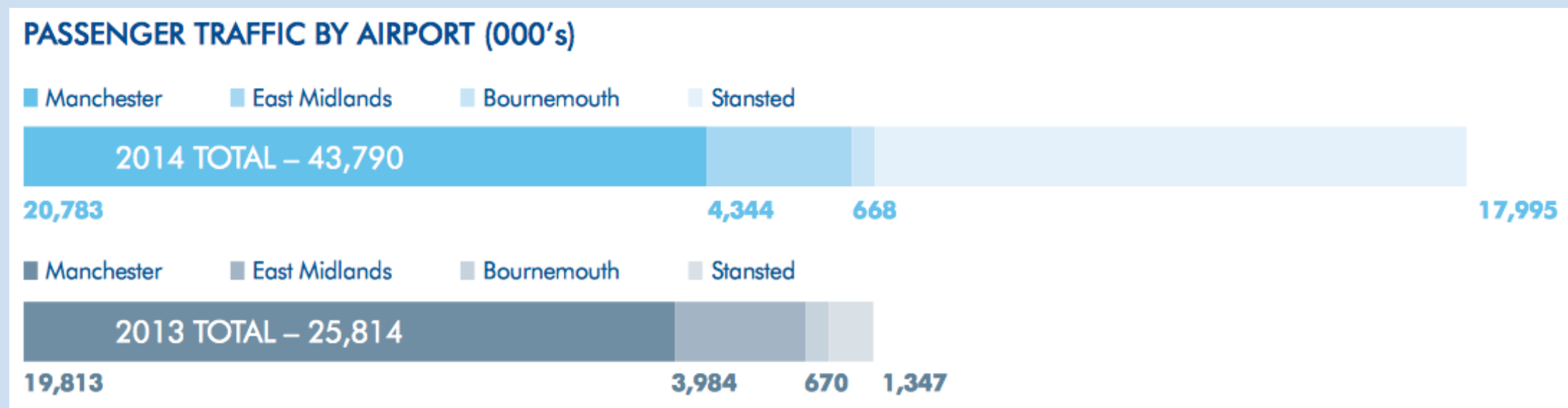
According to the latest reports 93% prefer to fly with particular airlines.



# Market



Manchester airport was chosen not only for its huge potential as an airport for business travellers but also for its impressive rate of being chosen as an “airport of choice” for short haul flights from surrounding areas.

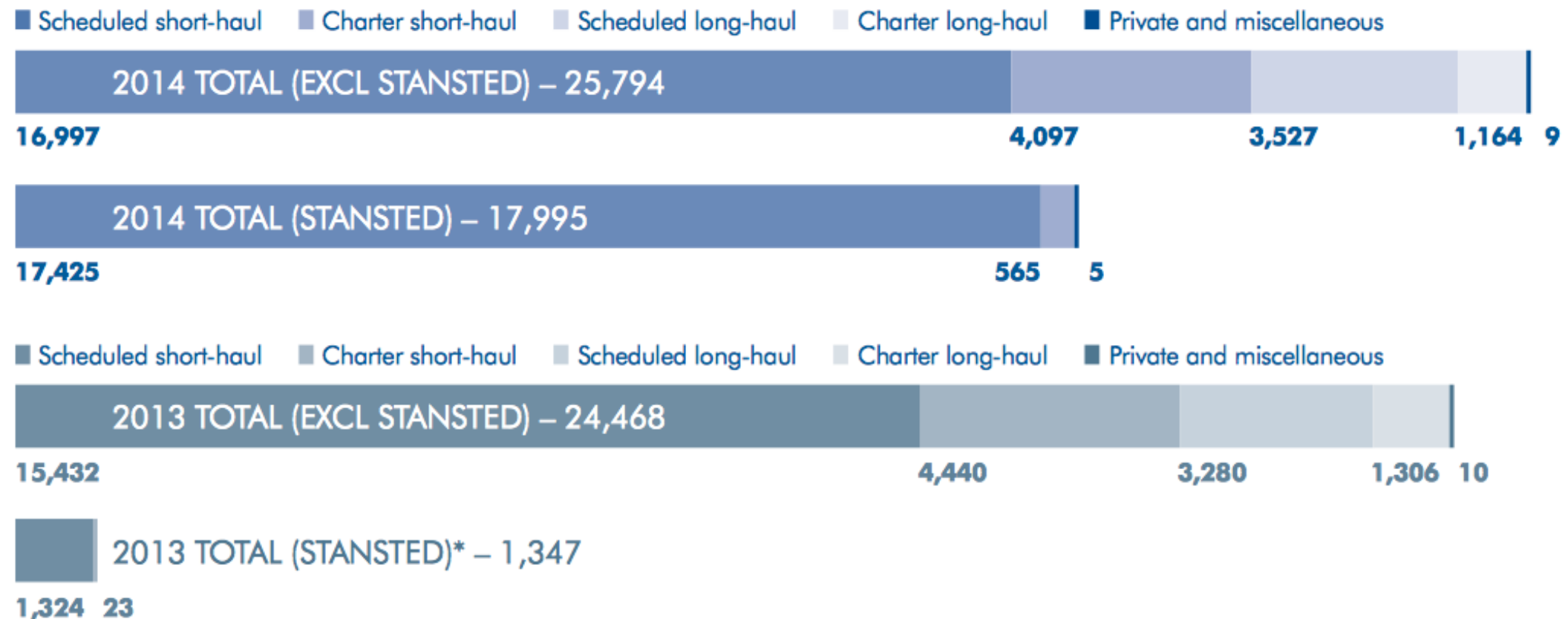


# Market



It also has impressive passenger numbers for the main flight type of flybe with short-haul flights.

## PASSENGER TRAFFIC BY SECTOR (000's)



# Simon Grange



Simon is a 34 year old IT manager from Macclesfield. He loves travelling, which is how he met his wife and he spends his earnings on family treats.

He travels monthly to Berlin as part of his job.

He loves to cook and is inspired by various shows in order to cook up a treat for his kids.



Age - 34

Job - IT Manager

Lives - Macclesfield

Aspirations - Travelling and saving up for family treats

Interests - Working out, cooking, and golf



# Jennifer Whitlock



Jennifer is a 36 year old accountant. She lives in Wigan and regularly travels to Prague.

She has a stable family with her husband and 2 children and likes to learn languages in her free time to help when she travels on business.

She enjoys fashion, and even attends multiple shows across the world.



Age - 36

Job - Accountant

Lives - Wigan

Aspirations - stable family and career

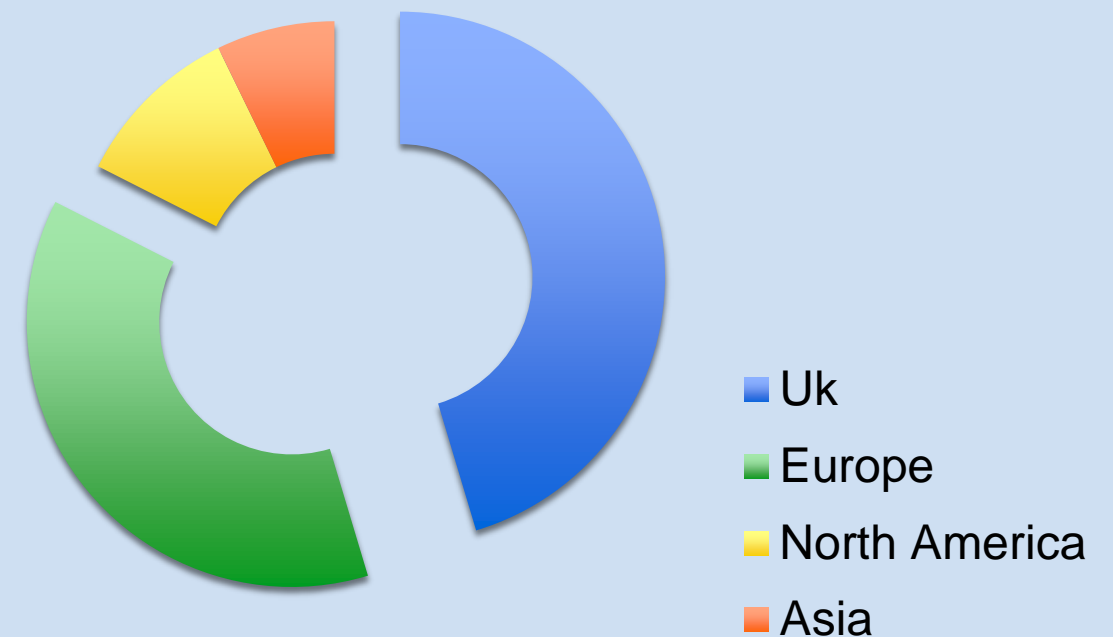
Interests - Language, badminton, fashion and swimming

# Gen Y Business Traveller



A recent report from Amadeus revealed some interesting insights into what the future straights and trends for business travellers.

It revealed that Uk (44%) and European (36%) are the dominant destinations compared to Asia (7%) and North America (10%).



# Gen Y Business Traveller



## Trends

51% had to make changes to their travel plans in 2012.

38% having to amend flights whilst travelling.

It highlights that the importance of travel and the need to make every trip count (health and wellbeing) however with budget across the airline sector, companies will be looking into budget airlines for cost effective travelling.

Travellers expect more than just making travel bookings and require the right tools to get the job done.

# Gen Y Business Traveller



Travellers expect more than just making travel bookings and require the right tools to get the job done.

This creates stressful situations with missed connections, waiting around and reduced productivity.

Online app bookings are becoming more popular and provide benefits like reduced stress, improve efficiency and maintain the effectiveness of the policy.

Expect forward thinking managers to use added values such as information for good places to eat or local sights.



# Gen Y Business Traveller



## Traits

Uses a critical age range with future business traveller in order to identify trends.

57% cited convenience as number 1 priority when travelling.

Engaging and tempting online apps could let the traveller into going off their company policy plan.

# The Be-xperience

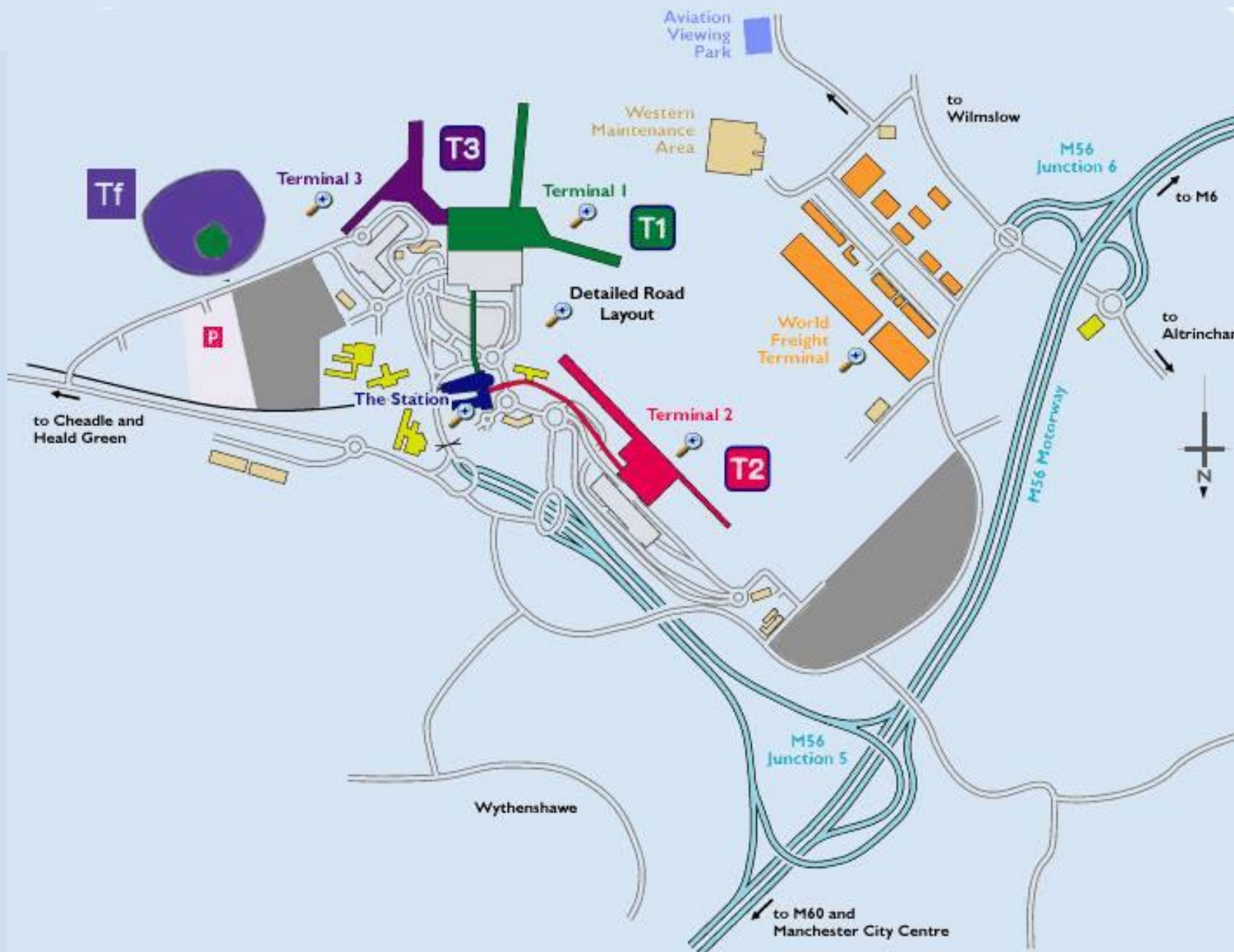


Here at flybe giving the best passenger experience is at the core of our brand and it all starts with the new Manchester airport app update.

Taking the current and future business traveller trends and expectations into account, we want to offer the best experience possible from our terminal.

This is achieved with keeping the terminal as stress free as possible and giving the passenger a friendly, enjoyable experience to help them with their travel needs.

# Location







# Terminal Layout

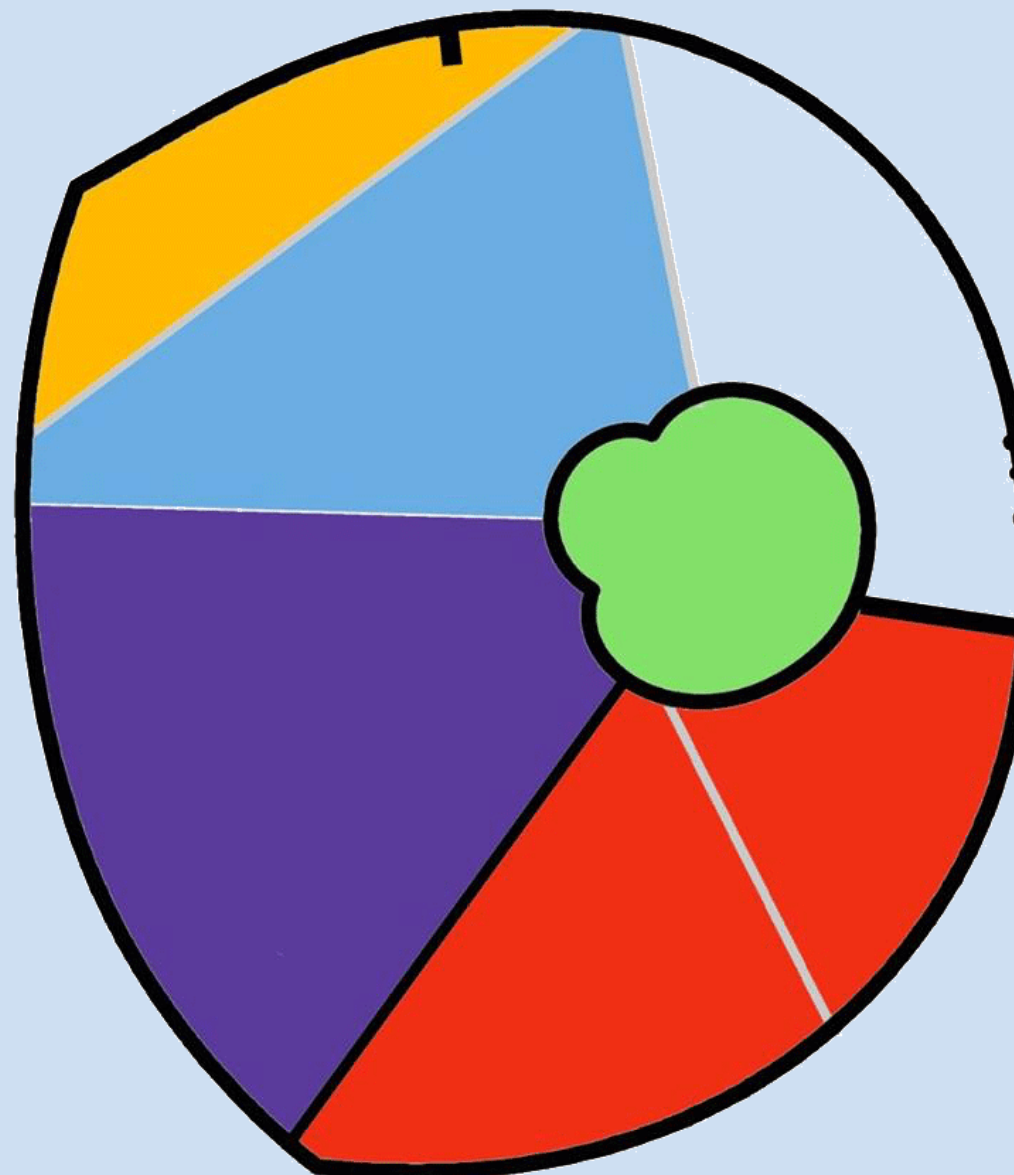


## Terminal Plan

Ground Floor

### Key

- Shops 
- Food & Services 
- Departures 
- Arrivals 
- Garden 
- Baggage & Check In 



Entrance

Exit



# Ground Floor



The ground floor is split into 4 sections consisting of arrivals, departures, food, and services.

European food stalls are conveniently located in parts of the terminal for easy and quick access for our travellers.

Arrivals & departures are also separated to ensure a smooth passenger flow around the terminal by making sure they don't meet.

Departing passengers have the option to relax and get some fresh air before their flights via our Zen garden, which is located in the centre of the terminal.

# Ground Floor



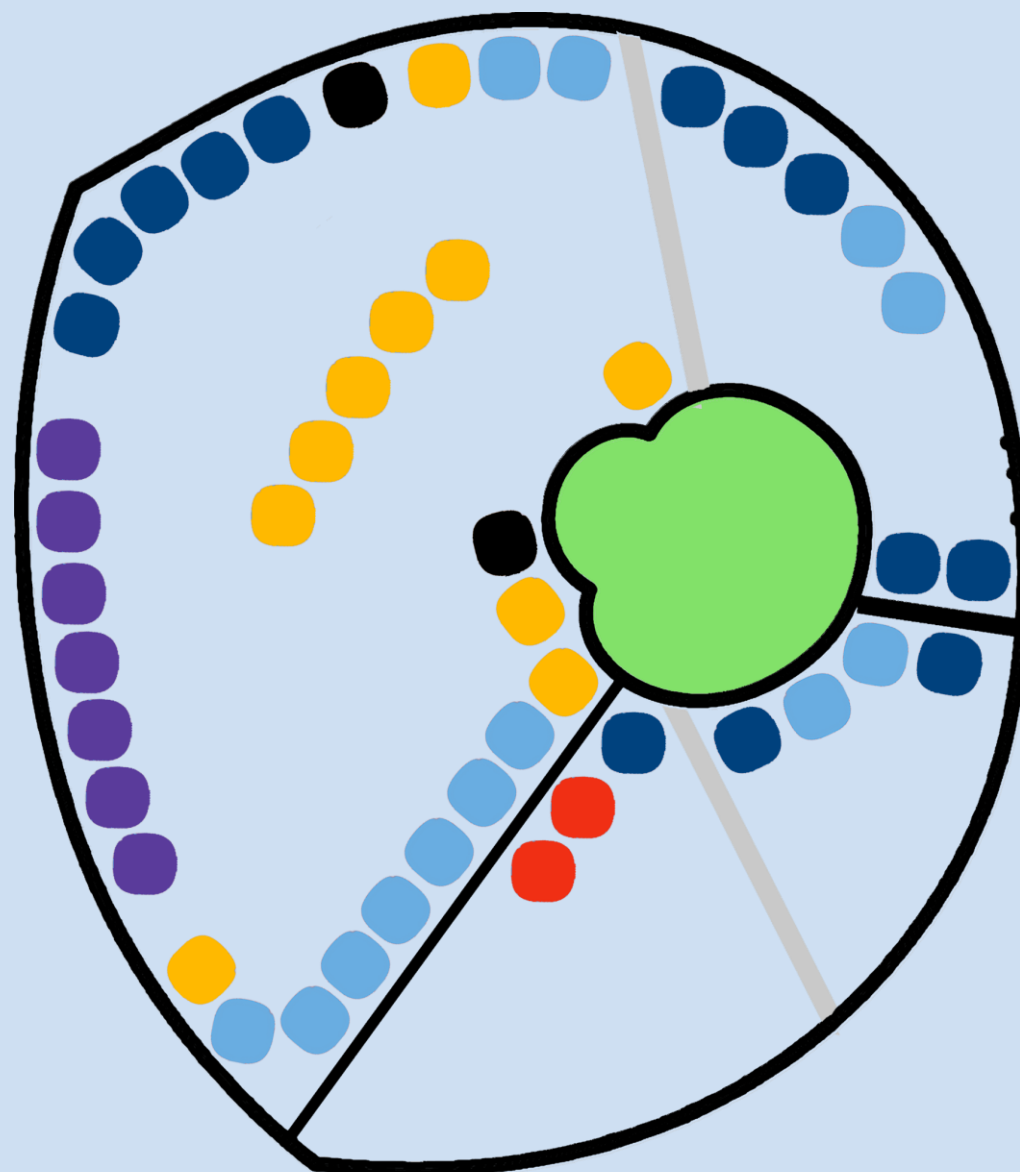
Getting around our terminal is made easier with access to stairs and two elevators, one made of glass which is located in the garden and enables you to admire the garden from a birds eye perspective.

Through primary research at Manchester Airport Terminal One it was found that convenience stores strategically placed before the exit at arrivals was effective at providing passengers the option to grab the essentials after being away for a while (and yes, this includes flowers for your loved ones). Sainsbury's and a local florist have agreed to become a part of this project.

# Ground Floor



Services and facilities on this floor include: a doctors surgery, shower facilities, meditation & prayer rooms, traveller work stations, and toilets etc.



## Key

Shops



Food



Services & Information



Arrivals



Entrance

Garden



Departures



Lift and Stairs



Exit

Security



# First Floor



The first floor is made accessible by two sets of lifts, as well as stairs from the departure lounge.

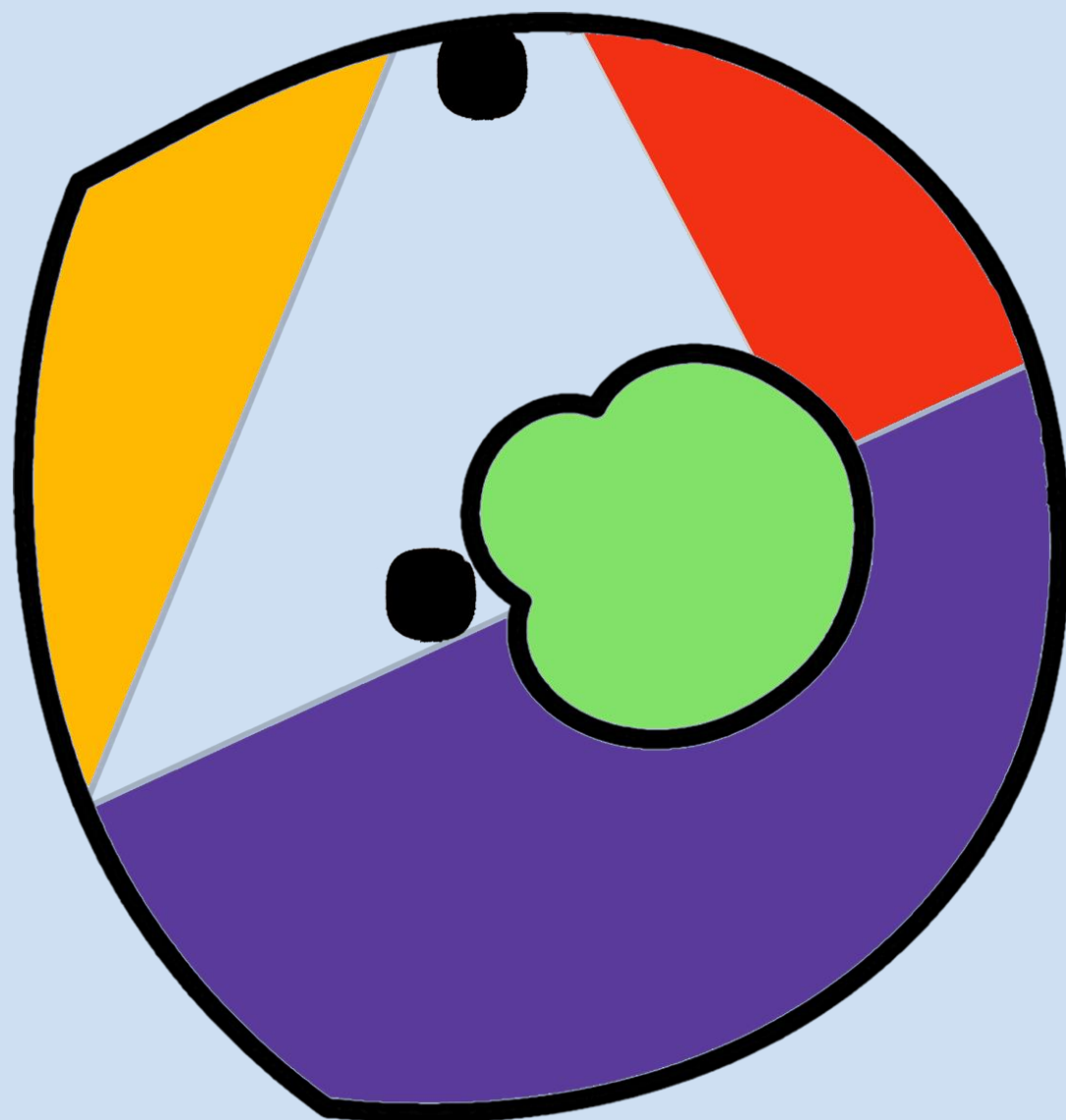
Offered on the first floor is a small, 4\* hotel with sound proof rooms for over night stays. This is primarily used for passengers to feel well rested before taking off, and offers a shorter travelling distance to your gate compared to the other airport hotels in the vicinity.

Spas, yoga rooms, and gyms are available on this floor to cater for those who like to keep on top of their fitness and health as well as providing a place for them to let off some steam/stress.

The Flybe Business Lounge is accessible through a lift that takes you straight into the lounge.



# First Floor



## Key

Spa and Gym



Hotel



Business Lounge



Lift and Stairs



# Parking



The car park is split into 3 sections: valet parking, hand car wash, and unreserved.

These made accessible for cars via a road that leads you directly under the terminal. This can then be exited directly into the terminal through an elevator/staircase.

The valet service will shave minutes from the passengers trip by allowing them to park directly outside the terminal, where a member of staff will take it off your hands and park it in a secure location for you so you can enjoy the benefits and luxury of terminal Flybe.

The hand carwash section is reserved for those wishing to have their car cleaned the morning they are due to arrive.

# Parking

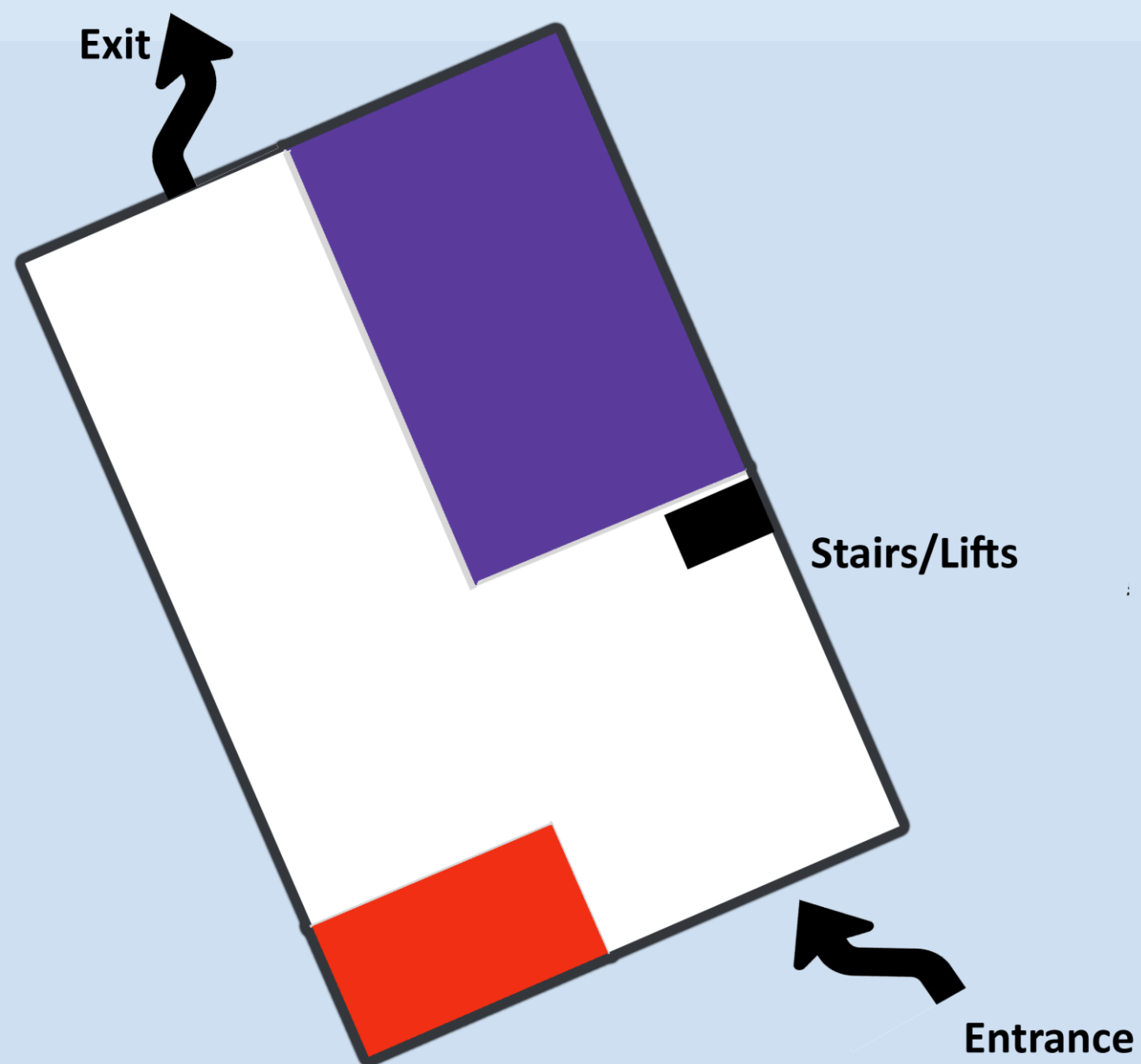


## Key

Reserved Valet Space 

Hand Car Wash 

Unreserved Parking 

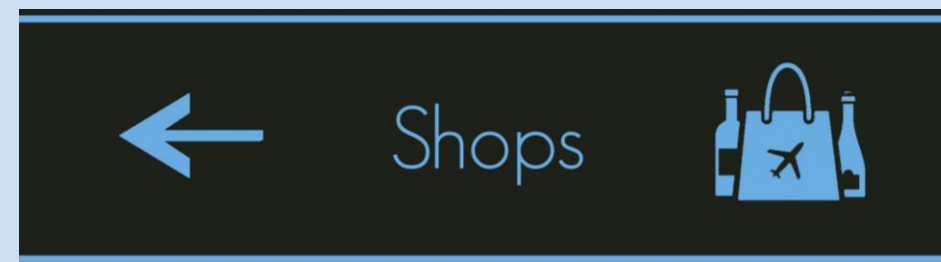


# Terminal Design



Signs are divided by different colours that represent different areas in the terminal which allows them to be easily identifiable instantly.

The text is written in yellow in order to make them more user friendly towards passengers with colour blindness.



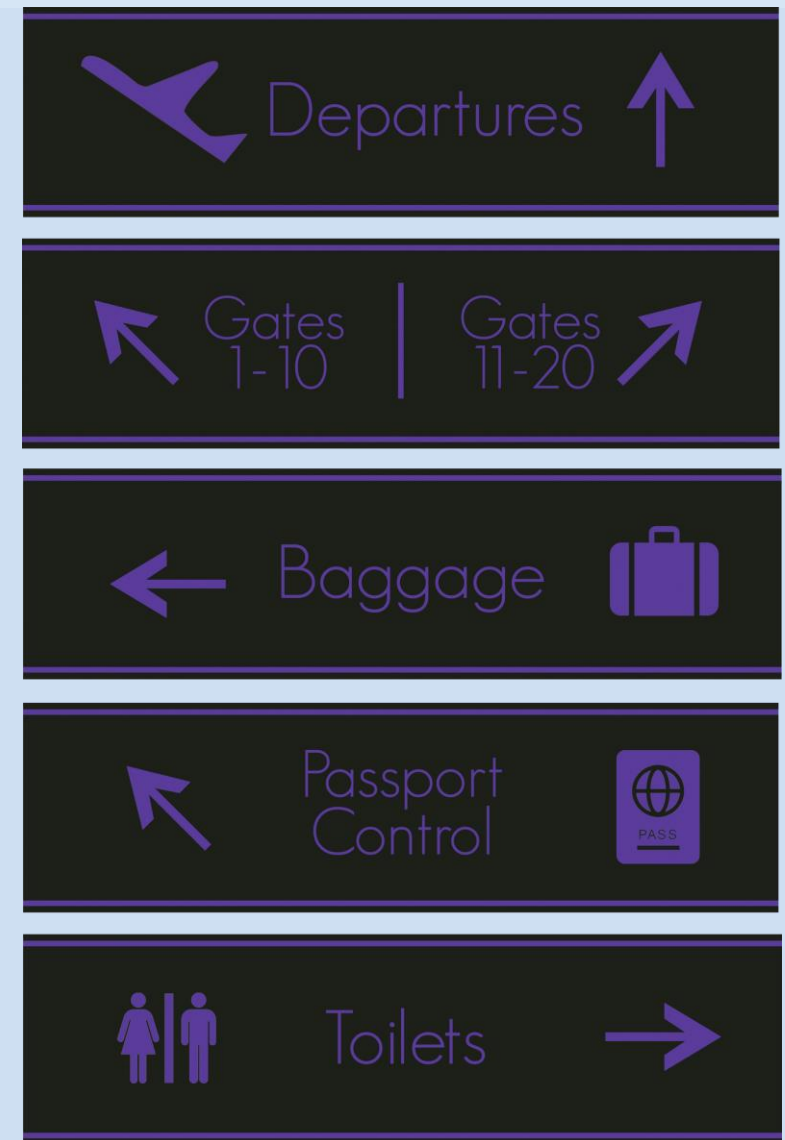
# Terminal Design



The signs need to be easily readable to help navigation around the terminal.

The signs would be lit up with the use of a backlight to make them easy to see to customers.

The icons are consistent throughout the airport, to help navigate passengers with reading difficulties



# App Extension

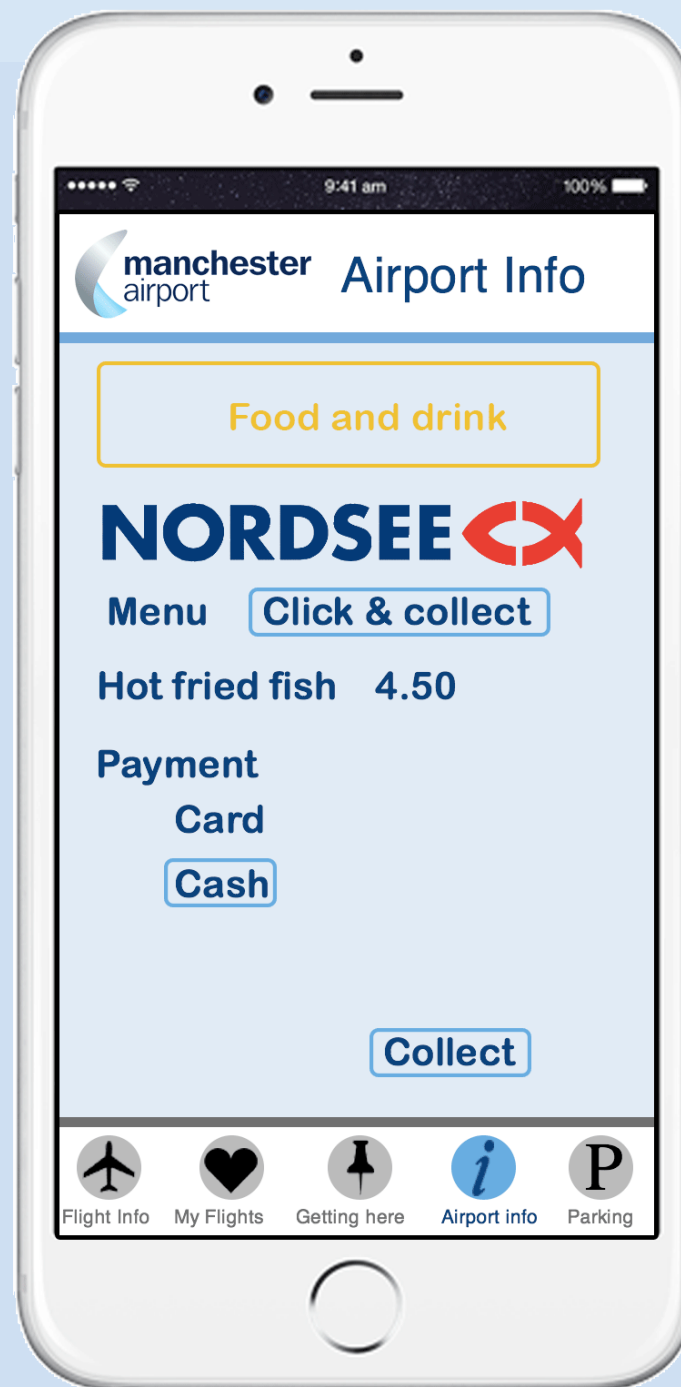
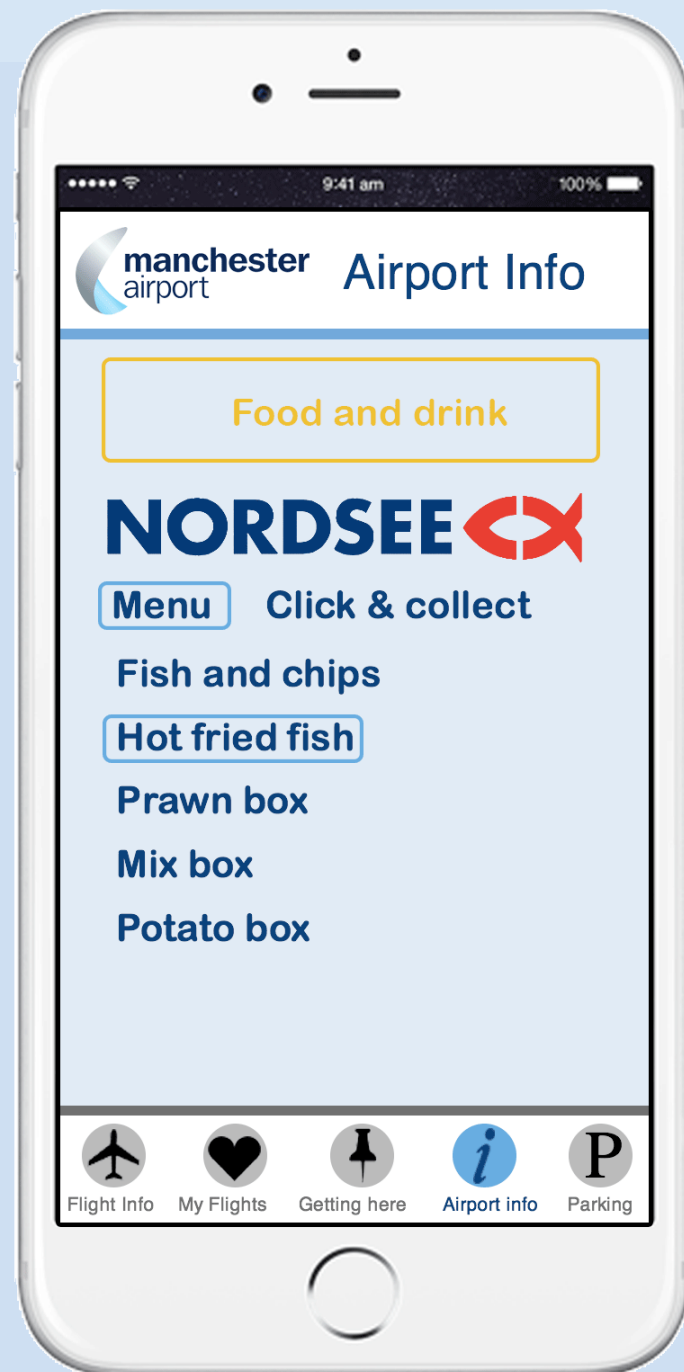


For the business traveller who likes to plan ahead, we have given them an option to order food in advance with the option to pay through the app.

This allows the passenger to walk into the terminal knowing what they want and all they need to do is collect and enjoy.



# App Extension



# App Extension



The hotel can be booked through the app so the business traveler can be more efficient with their work schedule by making the process easier to understand and quicker to book.



# App Extension

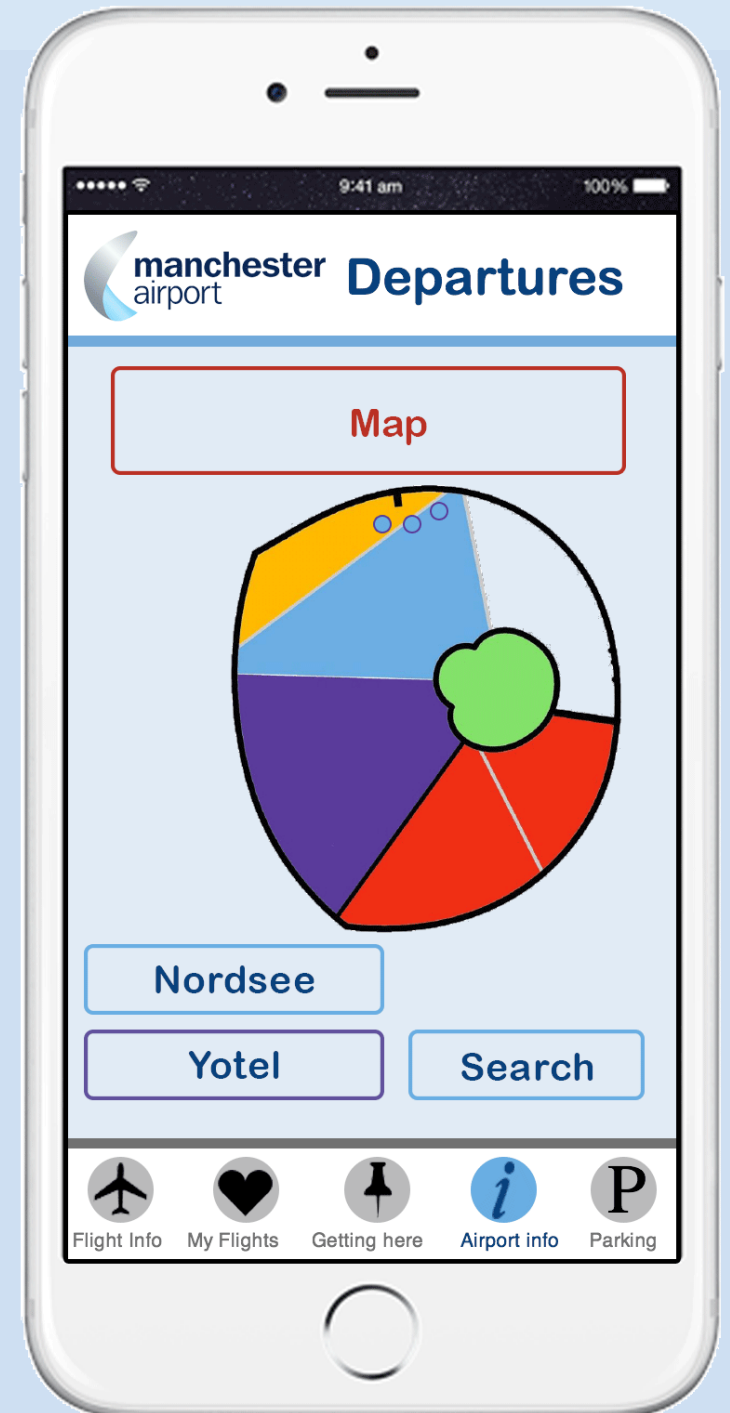
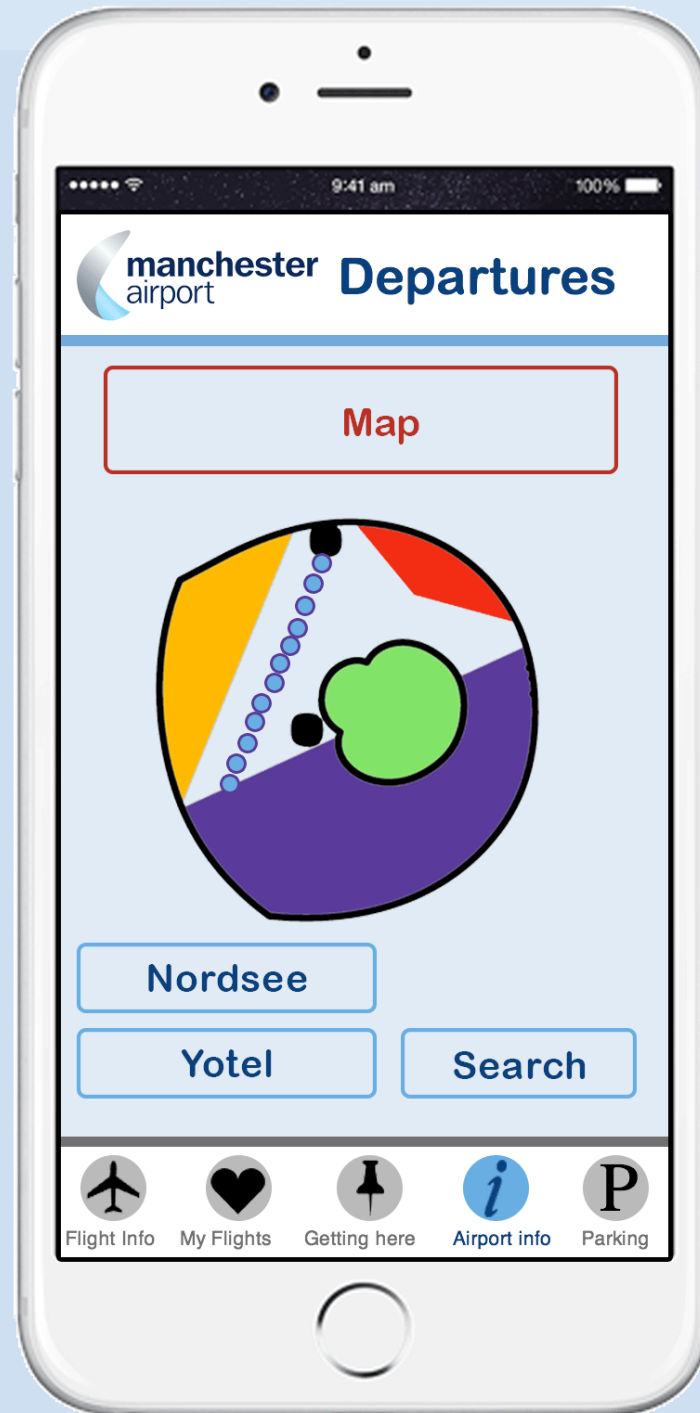
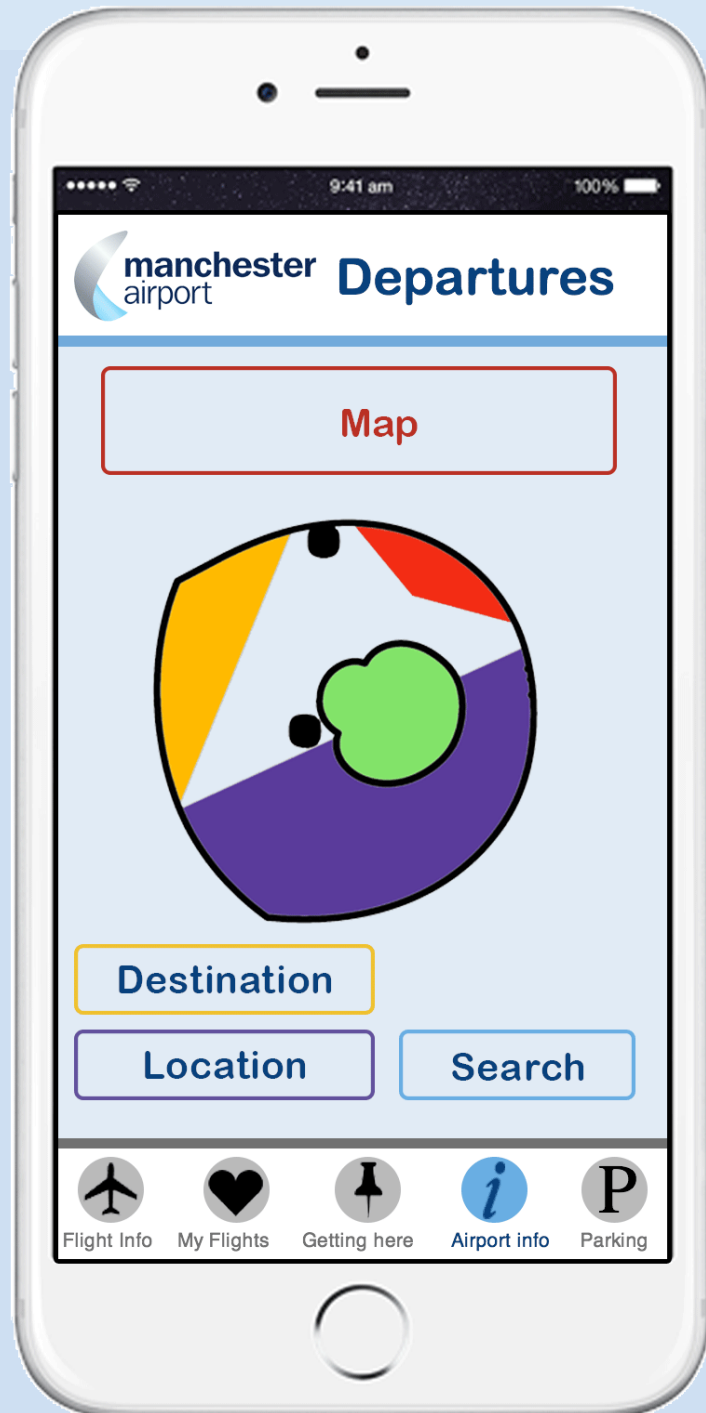


As well as signs to help passengers navigate around the terminal we also want to cater to the business traveller who wants the right tools in their handset.

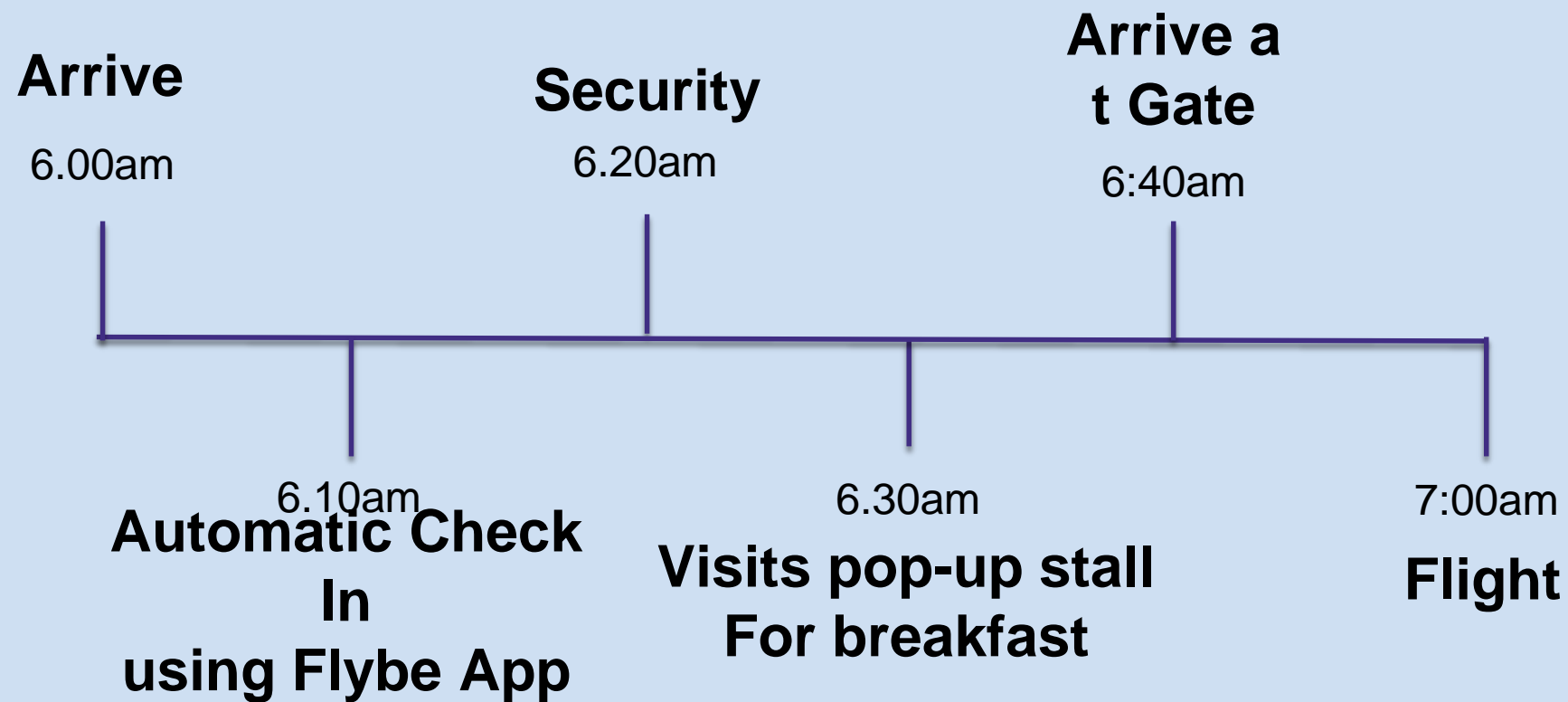
To do this a simple, but effective, map is integrated into the app.

The business traveller will input their intended destination and a path will appear on screen.

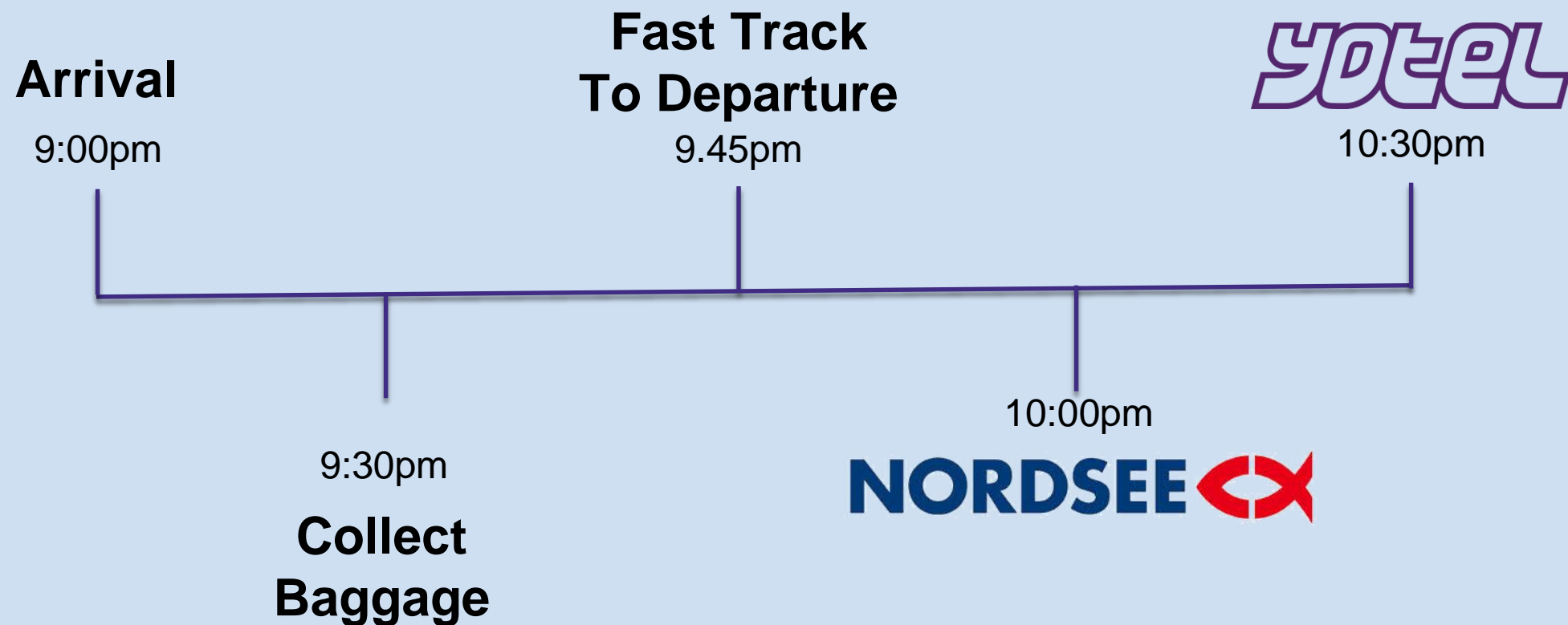
# App Extension



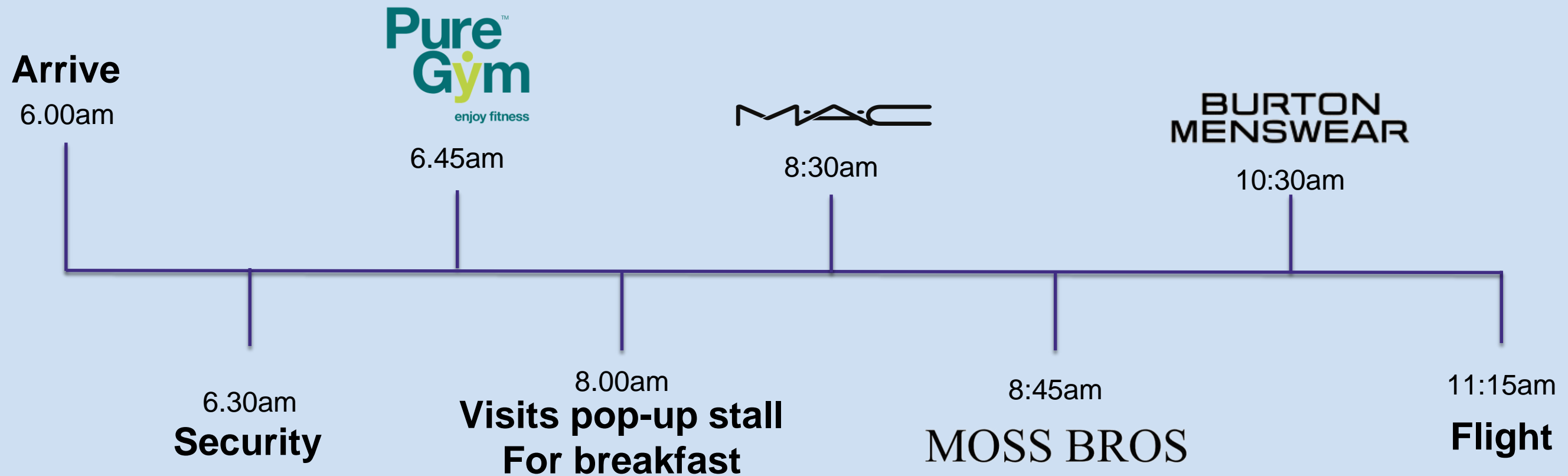
# Touch-points – Time Poor



# Touch-points – Time Poor



# Touch-points – Time Rich



# Touch-points – Time Rich



**Arrive**

7:00pm

**wagamama**

7:45pm

*northernflower*  
Boutique Flowers & Plants  
9:15pm

7:30pm

**Collect  
Baggage**

8:25pm

**Sainsbury's**

9:25pm

**Leave the  
Airport**



# Retail Outlets



**BEERMOTH**  
A Specialist Beer Shop In Manchester's Northern Quarter

*northernflower*  
Boutique Flowers & Plants

**MAC**

100%  
*Pure* 

**NORDSEE** 

**Sainsbury's**

MARKS &  
SPENCER


  
**wagamama**

**giraffe**

*Droderick's*  
LOVE COFFEE

**Jamie's**  
ITALIAN

★ **PRET A MANGER** ★

 **WORLD OF WHISKIES**

**KURT GEIGER**

*Carluccio's*

**W**

Waterstone's

 **sunglass hut**

**MANGO**

HOTEL  
*Chocolat.*

*Accessorize*

**Pure  
Gym**  
enjoy fitness

**ZARA**

**TIFFANY & CO.**

*Monsoon*



**XpRESpa**

**MOSS BROS**

# Sustainability



At Flybe, the forefront of the efforts by airline is to reduce the environmental impact of air travel and the aviation industry in general.

Bjarke Ingels is the perfect architect for our sustainable vision, with his company coining the term 'hedonistic sustainability'. This idea is that sustainability is not a burden but a sustainable building can improve peoples quality of life.



# Sustainability



The exterior of the building will be fitted with reflective solar panels to help power the interior lights and other electrical equipment.

One feature of the terminal will be a rainwater harvester. This will be on top of the terminal and will catch any excess rainwater and which will be funnelled back into the terminal in order to maintain the Zen Garden.

# Sustainability



The paper used for documents, printing etc in the Flybe terminal will be recycled paper, originally sourced from sustainable trees that are certified by FSC or PEFC.

The main structure of the building will be steel. This is the most sustainable metal building material. The benefits include: low waste, long lasting appeal, safety, reusability and recyclability.

# Sustainability



Glass windows - Triple glazed to keep heat in the building and to reduce noise from the terminal escaping the building and to prevent noise from the aircraft to travel into the building. Fibre glass frames will be used for the windows to ensure less energy is consumed and because this material is low maintenance. Glass is also a fully recyclable material

# Zen Garden



The Zen garden is a tranquil heaven specially designed to offer maximum peace.

We want our passengers to leave the airport feeling calm and relaxed after a potentially stressful flight.

We believe it will offer passengers a unique opportunity and experience than can be beneficial to their business travelling needs.

This is more effective when passengers are forced to alter their travel plans which can be a very stressing experience whilst travelling.





# Zen Garden















# Food and Drink



Why not get a taste of Europe before you leave?

At Flybe we want to offer our travellers the best street food around Europe that is not only tasty, but good value for money and unique to specific parts of Europe.

You even have the option to sit in one of our lounges/eating areas to fully savour the flavour. Or if you're in a hurry to your gate, you can grab and go.



# MESS Pop-up Stall













# Italian Pop-up Stall

## COOKING COOKS

### ITALIAN KITCHEN

Gnoolchi with  
Sausage, Broccoli  
and Black Olives  
Pavlova Alla Napoletana  
(POMESAN, RICOTTA, Mozzarella)  
Cherry toms + Basil  
£4.90

Pavlova  
WITH  
HOT  
MUTELLA  
£2.50

Portellini Stuffed  
with Butternut squash  
black, finish in Butter  
and Sage.

Picchiette with  
Greenbeans and Pesto  
£4.90

Student  
Discount  
£4

ALL Food available  
For take away

Pasta £3.50  
Wine £2.40  
Grape Juice  
£1  
Coke  
£1

Meal  
Glass of  
and an  
of £  
#







# German Pop-up Stall





aus frische Kartoffeln

	Portion	Normal	Groß
mit Ketchup	3,-	4,-	
mit Fritessauce	3,-	4,-	
mit Zwiebeln	3,-	4,-	
mit ...	20	4.30	









# French Pop-up Stall





SPECIALTY FOOD WORKS & WINE  
**C'est Si Bon!**  
IN PORTLAND OREGON

**CRÊPES**  
*Savory • Sweet • Artisan • Organic*





Tarte  
nouveau  
3,50€ / pièce

Tartelettes  
Apéritif  
1,50€ / pièce

Petit four



# Business Lounge



Flybe.  
LOUNGE

TV Room, Works Spaces and Meeting Rooms

These furnished rooms are designed to help you relax in a fresh, bright and relaxing setting.

This isn't your average, quiet or boring room, but a positive experience that can bring out the joy and happiness.

# Business Lounge

TV AREA









# Business Lounge

## CONFERENCE AREAS & WORK SPACES









# Business Lounge



## Reading Room & Quiet Zone

A sense of luxury and extravagance can be found in the purple area. Escape into the Quiet Zone relax after a stressful morning.

Or if you'd prefer, submerge yourself into another world with your favourite book, or try one of the weekly reads as a download on your tablet/phone.



# Business Lounge

READING AND QUIET AREA









# Business Lounge



## Bar & Restaurant

Feel the power and energy in the red area.

With a warm atmosphere to encourage passengers to kick back and relax with a cool beverage or to sit down to a decent meal before resting in the hotels.



# Business Lounge

RESTAURANT AND BAR









# Yotel



The popular hotel of choice has been chosen for our terminal as it provides a cost effective, clean and comfortable room for business travellers if they desire to stay the night before, the night after or in between connecting flights.

With new contactless possibilities of debit cards, we have made checking in system easier by eliminating



# Ad Campaign



The open letter to the business traveller extends our current open letter campaign from company The Corner London (director Simon Ratigan)

It will be used as a print and ambient advertising campaign that will be seen in magazines, newspapers, and social media.

The letter will be sent to homes within hot spots close to the airport and will come with a free ticket for an exclusive terminal tour and get the full experience for a day without buying a ticket.

# Ad Campaign



We invite you to an exclusive tour of Terminal Flybe.  
Hand this ticket over on arrival to witness first hand  
the new terminal designed with your interests in mind.

Its the Be-Experience you'll never forget

29/02/2015

flybe

9:00am

29/02/2015

9:00am

**Terminal Flybe**  
www.flybe.com  
**Manchester Airport**



flybe.

## AN OPEN LETTER TO BUSINESS TRAVELLERS.

We will admit that video conferencing makes travelling for business easier.

But there is a whole lot more to a business trip than a handshake. And it starts at Terminal flybe.

With easier check-ins and fast track systems designed to help you get through passport control quicker and into the Flybe lounge easier.

If you're feeling peckish but don't like the idea of waiting to even make an order then just order it on your way here and collect it when you arrive.

Make a visit to our zen garden or quiet area & discover inner calm.

All at your finger tips with our app extension.

Flying is stressful enough, so why not make it easier?



The fastest way  
from A to flybe.

flybe.com



# Architect



## Bjarke Ingels

With designs that are modern, interesting, with the right amount of flare, Bjarke Ingels from BIG suits the new, fun vibrancy of our brand.

His use of space and lighting to create a calming and stress free atmosphere suits not only business travellers but all our travellers.



# Inspiration



Our terminal takes inspiration from the Allianz Arena in Munich, Germany.

The panels on the outside of the stadium change colour depending on the event in the stadium at the time.

The exterior of the building is made up of inflatable ETFE plastic panels which are white when viewed normally



# Inspiration





# Inspiration



We feel changing the colours of our terminal throughout the day using Flybe's existing colour palette offers great branding potential.

Instead of using inflatable plastic panels however we will be using white solar panels.

The colours will indicate how much renewable energy is being collected during the day ranging from yellow meaning not a lot of energy being stored to purple meaning it's at maximum capacity.



# The Building



The building was designed with the business traveller in mind, with a layout that enables smooth passenger flow around key parts of the terminal.

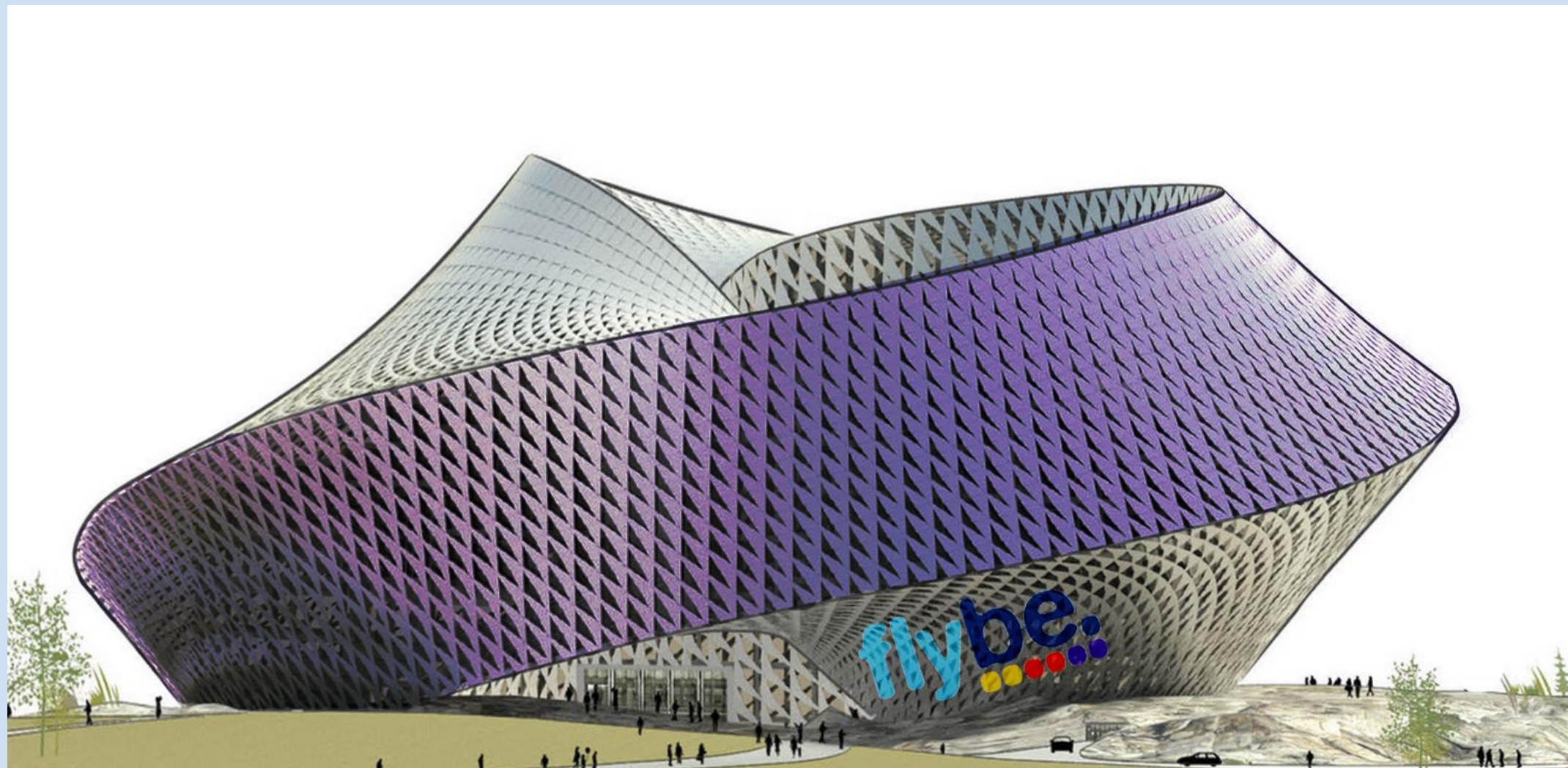
The building changes colour throughout the day reflecting our strong brand colours, as well as having our logo on the outside near the entrance.

The curved terminal design means the passenger experience is unique and memorable.

# Exterior Lighting



## The Building

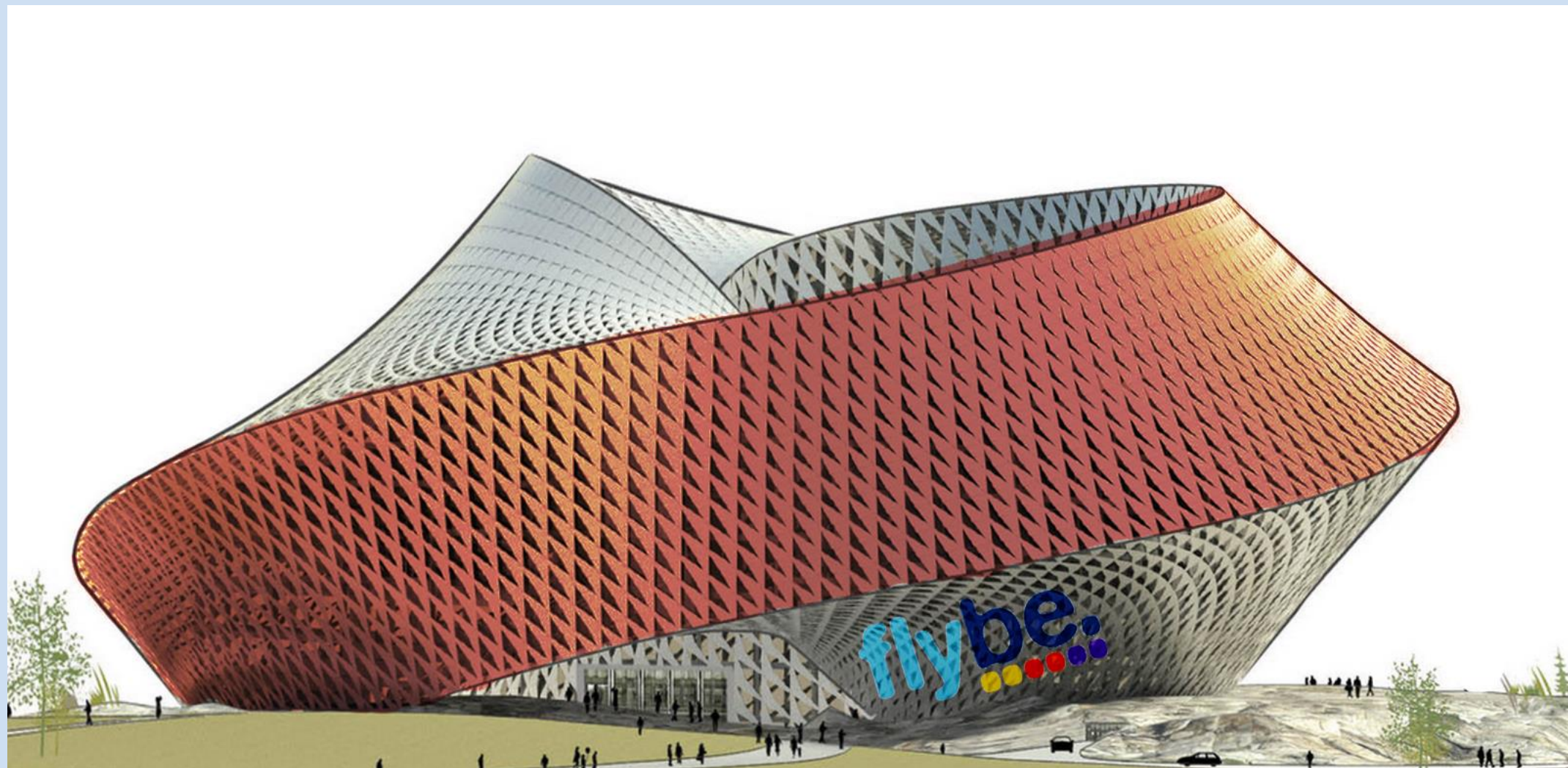




# Exterior Lighting



## The Building

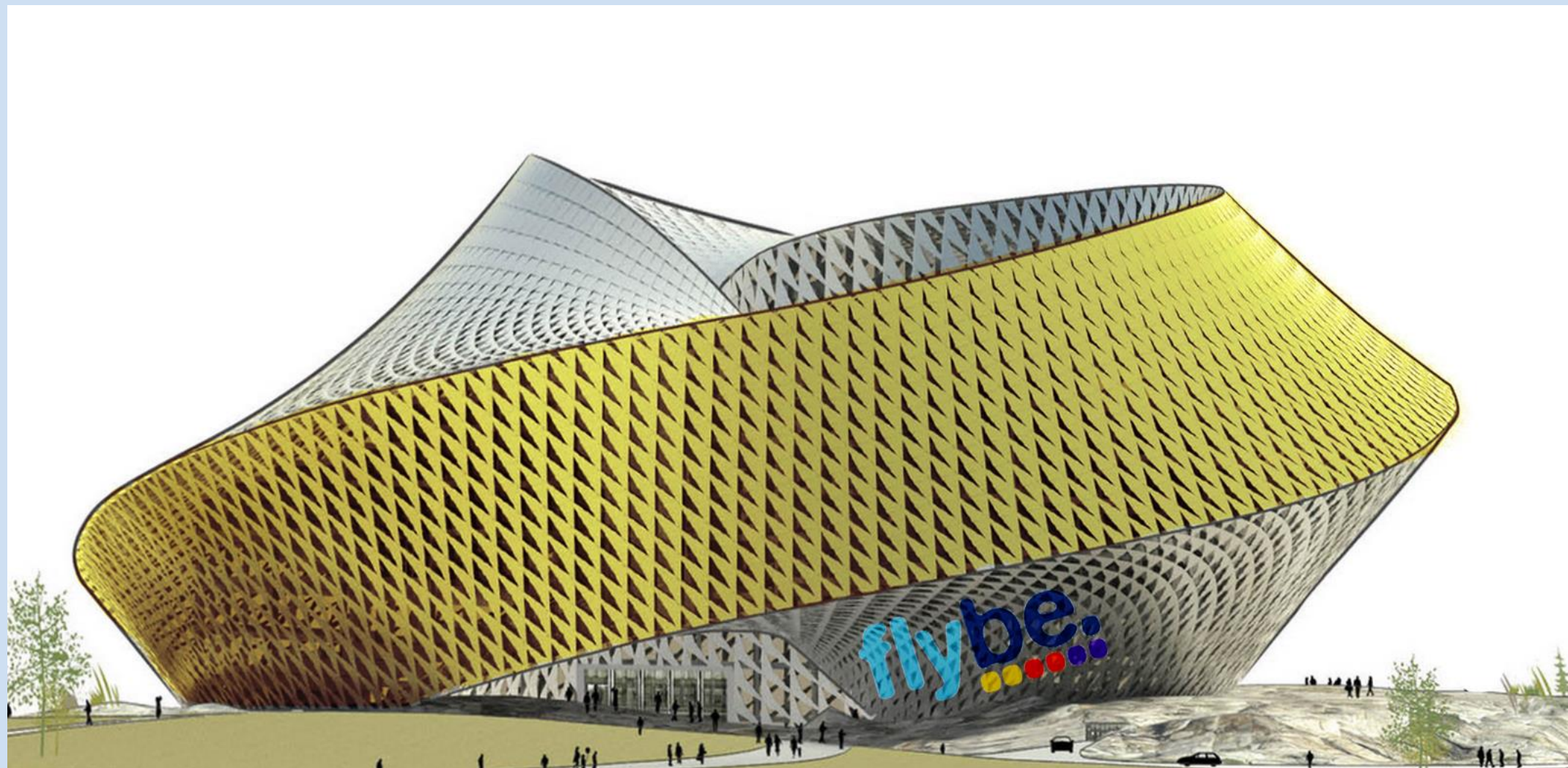




# Exterior Lighting



## The Building





# Summary



- The creative consists of the branded terminal architecture, layout and design, the signage, app extension, ambient media & print campaign, business lounge and Zen garden.
- Our values are the core focus of our terminal & creative
- The terminal is designed with the business traveller's needs in mind
- Hedonistic sustainability is implemented to complete flybe terminal experience

Thanks for listening

