



Media Release – February 12, 2013

St. Pete-Clearwater International (PIE) unveils new logo and marketing campaign

St. Pete-Clearwater International Airport unveiled its new logo and slogan, *Tampa Bay The Easy Way*, at a February 12th airport presentation to the Board of County Commissioners, media, and guests. The new logo emphasizes the airport's three letter identifier PIE and emphasizes our regional identity.

New entrance monuments at the east and west entrance to the airport featuring the new logo were unveiled at the event. A local 3-month marketing campaign will showcase the new branding, including billboards in high traffic areas, print ads, and the wrapping of a PSTA bus. Advertisements with new destination images were also created to use at tradeshow, events, and with potential new airlines.

"We are very excited about our re-branding. The feedback we receive from the traveling public is that PIE offers easy and convenient travel. Our airport team and airlines focus on our customers and our community. We are proud of our high level of service and will continue to deliver it as we grow in the future - St. Pete-Clearwater International, Tampa Bay The Easy Way!" states Airport Director Noah Lagos. Pinellas County Board of Commissioners Chairman Welch greeted guests at the airport's rebranding event and added, "The airport has gained a reputation as a relaxed, friendly airport with low-cost, non-stop flights. Working together they make travel easy."

The airport's permanent 3 letter identifier PIE was assigned to the airport based on its name in the 50's - Pinellas International. Our former logo first appeared in 1976, a 37 year old trademark. Merging PIE, St. Pete-Clearwater International, and the Tampa Bay region are key to marketing the airport to travelers and airlines in the years to come. After renovating our terminal in 2010, it was time to continue the rebranding, refreshing the image of St. Pete-Clearwater International, focusing on what our customers love – travel made easy.

The airport will also be designing a new website this year with a mobile responsive design, an important step in improving service to our customers. Renovations to the terminal will continue with the addition of new Flight Information Displays and planning for even more improvements to the terminal gate areas.

The airport team worked with FKQ Advertising and Marketing to create the logo, branding, media campaign, and sign design.

Attachment: New PIE logo, Photo-monument unveiling

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