17 May 2022

NEWS RELEASE

**CONTACT** Deanna Harms

 Greteman Group

 316.263.1004, ext. 111

 dharms@gretemangroup.com

**DOWNLOADABLE VISUALS**

https://www.gretemangroup.com/press/greteman-group-awarded-eisenhower-national-airport-marketing-contract/

**APPROVED FOR IMMEDIATE RELEASE**

**Greteman Group Awarded Eisenhower National Airport Marketing Contract**

WICHITA, Kan. – At the May 17 session of the Wichita City Council, members unanimously voted to approve Greteman Group as the designated marketing partner for the Wichita Dwight D. Eisenhower National Airport. The agency has filled that role since 2016. The agency was one of three finalists in the airport’s request for proposal process. The contract has options for five years.

Greteman Group will be responsible for strategic planning, website management, creative design and copywriting, video production and contest management. It will provide design and copywriting creative for all digital, broadcast, outdoor and print media.

“Our marketing support for the airport continues to be a passion project for us,” says Sonia Greteman, agency founder and creative director. “The airport acts as a key driver for the region’s economic development and prosperity. Nothing we do has a greater potential impact on our community. And, of course, we’re big travelers ourselves.”

The agency has a long history with the airport. When Eisenhower National Airport opened its grand, aviation-themed terminal in 2015, Greteman Group was retained as project consultant for public art and exhibits. Special large-scale, aviation-themed exhibits designed by the agency serve as an integral element in the terminal design. A striking football-field-sized public art installation, selected by Greteman Group, arches from one end of the terminal to the other, creating a spectacular abstract vision of flight. The agency’s marketing support for the airport dates back to 2003’s *Fair Fares* and *Ditch the Drive* initiatives, which were designed to attract and retain low-fare airlines.

Today, the agency leverages its expertise using low-cost, high-return tools on earned, shared, owned and paid media that expand the airport’s reach and move people to action. Greteman Group helped launch service for four new airlines: Alaska, Southwest, Frontier and Allegiant. Frequent contests generate user content, keep flights top of mind, increase loyalty and build an engaged following. Its *Eisenhower AIR* online magazine serves as a travel resource that lives on [FlyWichita.com](https://www.flywichita.com/), drives search engine optimization (SEO), increases time on site and links directly to the airlines for booking flights. Ongoing campaigns – from *Travel is the Ticket* and *Time to Fly* to *Florida Fun* and *Break Away* – educate travelers, spur grassroots sharing and drive passenger growth. The [*I Fly Wichita*](https://iflywichita.com/) campaign encourages business leaders and the flying public to fly more than the flag, but to fly out of ICT rather than competitor airports.

“Exciting things are happening at ICT, and I’m beyond glad to have Greteman Group helping us promote those,” says Jesse Romo, who became airport director last November following the retirement of Victor White. “Expect great outcomes. I do.”

**ABOUT GRETEMAN GROUP**

Greteman Group has developed an international reputation as an aviation-specialty marketing agency based in Wichita, Kan. – the Air Capital. Leading aircraft manufacturers, flight support, aftermarket services, fractional ownership, insurance, in-flight Wi-Fi, regional airlines and airport analytics have entrusted their brands to Greteman Group. Clients include FlightSafety International, Vantis, Wichita Eisenhower National Airport, Clay Lacy Aviation, JetHQ, King Aerospace, SeaTec, Avinode Schedaero, Aviation Partners, USAIG, Signature Flight Support, Piedmont Airlines, Priester Aviation and Sky Harbour. It also supports causes and clients such as the Tallgrass Film Association, Mark Arts, the City of Wichita, Wichita Water Partners, AGC Kansas, GLMV Architecture and MKEC Engineering. The firm is a founding member of the Wichita Aero Club and a longstanding member of the National Business Aviation Association (NBAA). Since its founding in 1989, this certified women-owned business enterprise (WBE) has developed a team of purpose-driven pros. [gretemangroup.com](http://www.gretemangroup.com/)