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PORTER AIRLINES LAUNCHES DEBUT TV CAMPAIGN

LONDON – Canada’s Porter Airlines has released its first-ever series of television ads, developed by London-based branding and design agency, Winkreative. The animated spots come as the next step in Porter's marketing strategy and feature the company's much adored raccoon brand mascot, Mr. Porter.

"We are looking forward to introducing Mr. Porter to television audiences as part of our first broad-based television advertising campaign," said Robert Deluce, president and CEO of Porter Airlines. "Mr. Porter embodies the friendliness and approachability of Porter and has helped to establish our company within the minds of our passengers, so it is natural for him to expand his presence to television."

Winkreative worked on the production with RSA in London and The Ebeling Group in New York - with Brazilian animators LOBO bringing the famously suave Mr Porter into three-dimensional life.

“We wanted to continue the story begun in the Porter Airlines print campaign, with the same spark, wit and simplicity – and of course, Mr. Porter”, says Winkreative founder and Creative Director, Tyler Brûlé. “The TVCs have the same 1960s influence, evoking that golden age of pleasurable, effortless travel which is so close to Porter’s heart”.

Each of the films conveys the quality and ease of the Porter experience, with charming, dynamic animations, a stripped-back aesthetic and quick, fluid transitions that track the voiceover narrative.

The spots focus on moments in the life of Mr. Porter, showcasing Porter's convenient downtown Toronto hub at Billy Bishop Toronto City Airport, friendly service, and amenities, such as all-access departure lounges, in-flight legroom, and complimentary snacks and beverages.

Winkreative has worked with Porter since its launch in 2006, where they developed a



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comprehensive brand identity including name, logotype, colour palette, livery design, printed materials and website. Following the successful launch, the scope of the project has grown to include the design of cabin interiors and uniforms, an in-flight magazine, passenger items, advertising – and now their first TVC series.

Three spots, each with 15- and 30-second versions, will air on English stations, predominantly in Ontario and Quebec, beginning today. French language versions of the ads will start airing later in the month. Some networks included in the media buy are CTV, CBC, Global, A-Channel, CP24 and BNN.

The English ads are available on Porter's YouTube Channel at www.youtube.com/porterairlines.

Stills:





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About Winkcreative:

Founded in 1998 by Tyler Brûlé, Winkcreative is a full service branding, design and content agency serving a broad range of premium international clients. Headquartered in Zurich and with offices in New York, London, Hong Kong and Tokyo, Winkcreative is known for its compelling creative solutions, commitment to editorial quality, in-depth global knowledge and ability to anticipate the consumer's future needs.

Winkcreative's client list includes American Express, BlackBerry, TOTO, Pictet, Swire Properties, HyundaiCard, Wish Casa, AmorePacific, Luxottica and Twinings.

<http://www.winkcreative.com>

Agency credits:

AGENCY: Winkcreative, London, UK
CREATIVE DIRECTOR: Tyler Brûlé
DESIGN DIRECTOR: Maurus Fraser
ILLUSTRATOR: Erica Dorn
COPY WRITER: Clare Aitken
ACCOUNT MANAGER: Ariane Elfen
PRODUCER: Sally Grant
CLIENT: Porter Airlines
MARKETING DIRECTOR: Michael Macaulay
VP MARKETING & COMMUNICATION: Elizabeth Margles

PRODUCTION COMPANY:
RSA, London, UK & THE EBELING GROUP, New York, USA
EXECUTIVE PRODUCER: Melody Sylvester (RSA), Mick Ebeling, (TEG)
SENIOR PRODUCER: Sue Lee (TEG)
PRODUCER: Diane Chan (RSA)

DIRECTOR/ANIMATION/VISUAL EFFECTS: LOBO, SAO PAULO, BRAZIL
CREATIVE DIRECTOR: Mateus de Paula Santos
DIRECTOR: Rodrigo Ribeiro
HEAD OF PRODUCTION: Loic Francois Marie Dubois
CG SUPERVISOR: Fabio Shigemura, Alexandre Eschenbach, Olavo Chagas
RENDER ARTISTS: Fabio Shigemura, Alexandre Eschenbach, Olavo Chagas
TEXTURE/MODELING: Filipe Lopes, Rafael Martinez, Daniel Ho, Rafael Martinez, Alexandre Eschenbach,
RIGGING: Richard Kazuo Maegaki, Aline Lima
LEAD ANIMATOR: Helio Takahashi
ANIMATORS: Jason Tadeu de Oliveira, Ivan Oviedo, Alexandre Martins, Marcio Nicolosi
FLAME ARTIST: Guilherme Sarinho
STORYBOARD ARTIST: Michelangelo, Marcos Felix

POST FACILITY: Framestore, London UK
TRANSFER/COLORIST: Paul O'Brien
PRODUCTION ASSISTANT: Pete Jones