



G4S Aviation

Creative PRM Posters and business cards

Objective

G4S Aviation won the contract to provide a special assistance service for Passengers with Reduced Mobility (PRM) across a number of airports, the primary one for us to work on being London Gatwick. We were tasked with recruiting people to help provide this service, and then to promote it to visitors to the airport.

Lend a helping hand

Our first task was to create leaflets and posters to recruit Passenger Assistants at Gatwick airport. We worked up A4 posters to be put up around the airport and also A5 leaflets to distribute in the airport and around the local area.

We based the design on the yellow BAA signage that visitors to Gatwick airport would be familiar with and kept the copy very simple and inviting. We were told that this advertising was extremely successful, and had a very large response that more than helped to fill all the vacancies within PRM at the airport.

Special Assistance Information

As well as recruiting people to work as Passenger Assistants who would help PRM, we also needed to make passengers aware of this service. Therefore we came up with posters and leaflets to let people know that the Special Assistance service was available to them.

We created some A4 posters to go up around the airport, and also some business-card sized information, which people would be able to take away with them and keep.

We set the posters and cards in different colours to demonstrate the possibilities of how they can be used. The three colours that we used represented those of G4S (grey, black and red), the BAA logo (green and white) and BAA signage (yellow and black). We felt that these were the most appropriate and relevant for us to use.

We also put together designs in both landscape and portrait to again show the opportunities for design.

