



Brief Marketing Samples

Case Study

Sarah Jones smiles when she remembers her good fortune in choosing Pioneer Airlines for her last business trip. She arrived late at the gate, just before her flight was scheduled to depart. To make matters worse, she had forgotten to pick up an item of luggage after clearing the security checkpoint.

"I was panicked and didn't know what to do," recalls Sarah. "That's when Pioneer agent Sandy Moore came to my rescue. Without my saying a word, she approached me to ask what was wrong. After quickly relating my predicament, she put the aircraft on hold and phoned the TSA security manager."

"In a matter of minutes, my bag had been retrieved and I was on my flight. If it hadn't been for Sandy, I would have missed my plane and an extremely important business meeting. I can't thank her enough for going above and beyond the call of duty to help me."

Santa Catalina Island, California

Just 22 miles across the sea from Los Angeles exists an oasis like none other on Earth. It's the kind of virtual getaway that one can only dream about while stuck on the freeway, sweltering under a blazing sun that bakes everything in its path on a hot summer day. Those fantasies can easily become reality as you board a boat for a scenic ride to a tropical paradise that instantly takes you away from civilization as you know it. It's almost like leaving one world and entering an alternate universe, where life moves more slowly and silently, and without the pressures and demands that you left behind on the mainland shore.

With breathtaking vistas, beautiful harbor, and rugged coastline that rivals anything in the Mediterranean, Catalina provides the ultimate escape from the arrogance and self-importance of the Hollywood elitists and the cramped, crowded sea of humanity that exemplifies Southern California. So stop daydreaming, get your ticket, and get going!

Kobold Watch

When it comes to luxury watches, names like Rolex, Patek Philippe, Breitling, Girard-Perregaux, Blancpain, and Tissot immediately come to mind. But have you ever heard of Kobold? If not, you're not alone. This small company in Pittsburgh, Pennsylvania has only been around for ten years, yet it makes watches that may require you to wait in line to get the model you want. It just may be the Lamborghini of watchmakers, only producing a paltry 2,500 timepieces per year. Most luxury watchmakers would consider that heresy.

It's no accident that Kobold is the watch of choice for NASA test pilots, SWAT teams, polar explorers, CIA operatives, deep sea divers, and a host of others who often depend on reliable timepieces for their livelihoods, and sometimes their very lives. Unlike many other high-end watches, celebrities are not paid to wear a Kobold as a way of advertising the brand. When James Gandolfini of HBO's Sopranos bought his first Kobold, he permitted the company to use his photograph wearing the watch, at no charge. Just owning one of these timepieces was good enough for him, and that puts him in a very exclusive club.

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