

WATERTOWN
INTERNATIONAL
AIRPORT



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INTERNATIONAL

2026 Outbound Campaign

ADVANCE
AVIATION





Outbound Leisure Campaign

Building on the foundation of the previous campaign, *The ART of Traveling Made Simple*, this next chapter evolves the brand story to celebrate both the newly renovated terminal and the unmatched convenience of flying close to home. Introducing *The ART of Flying Local, Presented By Watertown International Airport*.



The ART of Flying Local

This creative showcases the newly renovated terminal as the centerpiece of a refreshed travel experience. By placing the upgraded facility front and center, the ad visually reinforces the campaign's promise that flying local has evolved while maintaining the convenience travelers already value. The headline positions ART as both the airport code and the embodiment of a better way to travel, while the message, *"New Modern Look. Same Local Advantage."* highlights the perfect balance of enhanced amenities, modern comfort, and the ease of staying close to home.



Campaign Video & Landing Page

The campaign's hero video follows a single traveler through the newly renovated terminal, showcasing an elevated travel experience through dramatic visuals and a powerful soundtrack. Styled like a movie trailer and told without voiceover, the story relies on key words and messages integrated naturally into the spaces themselves to communicate the airport's benefits and enhancements. As the traveler moves effortlessly through the terminal, viewers experience the modern upgrades alongside the advantages of flying local. The result is a compelling introduction to *The ART of Flying Local*, where a refreshed terminal meets the convenience travelers already know and love.