FlyHealthy@SEA Campaign
FlyHealthy@SEA Campaign Brief
The Port of Seattle’s Aviation Division is developing a multi-faceted strategy, called FlyHealthy@SEA, addressing the myriad of issues related to customer concerns around health and physical distancing. Our anchoring SEA brand values for this campaign are Helpful, Efficient and Discovery.

Goals of the campaign are to earn trust/build confidence in our approach to COVID-19 protections, change passenger and employee behavior to follow health protocols and make smart personal decisions, connect the airport economy to the region’s recovery, and as appropriate, celebrate our enthusiasm for travel and return of passengers.

**Background**

After the Stay Healthy, Stay Home order is lifted, passengers travel will start to resume. COVID-19 will have enduring impacts to our customers’ expectations of our facilities and their interactions with airport staff and other passengers.

A confidence campaign is needed to allay anxieties, reinforce the need to follow public health guidance protocols inside our facilities, and inspire travelers as we anticipate a gradual increase in summer operations and beyond. Throughout this campaign we will convey health/safety information without adding to fear, instill trust with transparency, timeliness, and helpful information and renew enthusiasm for travel.

**Key Audiences**

- Employees
- Passengers
- Residential community
- Industry partners
- Travel stakeholders
Current Challenge

A customer-focused strategy is in development by six committees with subject matter experts and cross-department engagement to drive the operational meat of this work, which will inform the communications we deliver to passengers and other audiences.

We are currently in the “Prepare Phase” in May and June of the recovery. This will include cleaning enhancements and physical distancing actions, such as multiple forms of signage, Plexiglas, seating and queues adjustments and touchless technologies and practices.

This campaign comes with immediate deliverables to add visible and consistent signage and in-terminal communication to inform and reassure passengers, including:

- Stanchion toppers
- Elevator distancing
- Restroom messaging
- Floor signage and decals
- Hold room seat restrictions
- Monitors and other digital signage

Other communications will be leveraged beyond the terminal such as mobile app, press, blogs, video and social media. The creative designed for the in-terminal signage will be incorporated into these other places.
What do we want the audience to know, feel and do?

<table>
<thead>
<tr>
<th>Know</th>
<th>Feel</th>
<th>Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEA is ahead of the curve in protecting travelers and employees</td>
<td>Confident visiting the airport</td>
<td>Travel, come to work</td>
</tr>
<tr>
<td>Best practices for limiting exposure to COVID-19</td>
<td>Excited to travel again</td>
<td>Make decisions based on my personal circumstances</td>
</tr>
<tr>
<td>The airport economy is intertwined with the region’s recovery</td>
<td>Pride for SEA</td>
<td>Support the airport’s operations</td>
</tr>
<tr>
<td>The airport is listening to my concerns</td>
<td>Heard and respected</td>
<td>Participate in industry and stakeholder working groups, provide feedback to the airport, help solve problems</td>
</tr>
</tbody>
</table>

Tone

The tone of FlyHealthy@SEA should echo the SEA brand. This campaign has dueling intentions to instill customer trust that SEA is safe, which requires serious, fact-based information delivery, as well as to renew enthusiasm for travel, which ought to be fun and lighthearted. Thus, we must speak to our audiences with a tone that is both conversational and authoritative and a voice that is approachable and reassuring.

Say Things Simply: Agreeable, Simple, Intuitive

SEA is easy to understand, without being plain and dull. We speak in a crisp, clear and evident manner. Speak like an actual person, not an institution. Favor insights over data, and benefits over features.

Appear Generous: Lively, Engaged, Considerate

SEA should seem like a solid, committed friend. Take the opportunity to demonstrate that we’re listening and caring. Be proactive in communicating what someone should expect. Be perfectly placed and actionable.
Key Messages

Port of Seattle

• The health, safety, and wellness of our community come first.
• Port industries have been hit hard by this severe and sudden stop in economic activity.
• The Port extended short-term, immediate, emergency financial relief to tenants. This will help businesses and families stabilize during the crisis.
• We are preparing long-term response actions to ensure that all communities are prepared to thrive in a recovery.

SEA

• SEA is open and operating, but it is not business as usual right now.
• We made sweeping operational adjustments at SEA in response to COVID-19.
• People are traveling less. Passenger volumes declined 90-95%. Overall daily flights are down by two-thirds compared to normal operations.
• Essential airport employees continue to serve the public and maintain operations for necessary passenger travel and air cargo.

FlyHealthy@SEA

Passenger Actions

• Maintain your distance and stay 6 ft. or 2 meters apart from others.
• Practice physical distancing with no more than four in an elevator.
• Practice physical distancing with no more than 10 in a train car.
• Wear cloth face coverings to help slow spread of germs.
• Wash your hands often with soap and water for at least 20 seconds.
• Avoid touching your eyes, nose, and mouth.
• Download the SEA App and follow us on social media with #FlyHealthySEA.

SEA in Action

• The Port of Seattle is leading work to help create a consistent approach to policy and protocols for the benefit of the traveler experience.
• We are connected with task force groups with ACI and AAAE, which include West Coast airports, as well as airlines, TSA and airport tenants.
• The more consistent we can all be, the easier the transition is for travelers to provide confidence in their experience from one airport to the next.
• At SEA, we are developing a customer-focused strategy to allay anxieties, reinforce the need to follow public health guidance protocols inside our facilities, and inspire travelers.
• Our customer care team is here for you with real-time responses. Tweet or DM us with a question.
SEA Cleanliness

• We use robust cleaning and disinfecting protocols to maintain the safety, health, and well-being of passengers and employees.
• We utilize medical grade cleaning supplies.
• We installed over 230 hand sanitizer stations throughout the terminal and airport facilities.

SEA Physical Distancing

• We are taking actions in support of physical distancing between airport staff and passengers, including installation of Plexiglas, cashless transactions, and spacing of terminal seating and queues.
• Use mobile ordering with our dining options to practice minimal contact with others, including Evergreens, Starbucks, QDOBA, McDonald’s and Beecher’s Handmade Cheese. (Pending reopening of some of these).
• Work is already underway to support touchless facilities such as bathroom renovations and a mobile payment app for ADR.
• We added signage and facilities care to support social distancing on shuttle buses, in the terminal, in gate areas, in restrooms, at restaurants and in shops.
• We are working with airlines at SEA to update facilities to support physical distancing.
• We are maintaining customer service efficiencies to limit congestion points.
FlyHealthy@SEA
Graphic Campaign
Signage Efforts for Healthy Travel

Security Queue Lines
Check in Counters
Hold Rooms / Gates
Elevators & Escalators
Dining and Retail
Pre/Post Security Seating
Buses and Transportation
STS Level

Leave Space. Stay Safe.
6 feet | 2 meters
#FlyHealthySEA

School your friends. Practice physical distancing.

Don't flock together. Practice physical distancing.

Recovery ready. Adjusted operations at dining and retail establishments.

Help stop the spread.

Clean surfaces using a household cleaning spray or wipe.
Avoid touching your eyes, nose, and mouth.
Wash your hands often with soap and water for at least 20 seconds.
Practice physical distancing 6 feet (2 meters).
Cover your cough or sneeze with a tissue, and throw it away.
Wear a mask or cloth face covering.

Help stop the spread.

Leave Space. Stay Safe.
6 feet | 2 meters
#FlyHealthySEA

Stanchion Toppers and Banner Stands
Alternate Layout Options - Stanchion
Digital Signage Security Entry Banners

Table Top Signage
Floor Graphics
Seat Graphics

6 feet | 2 meters
Wingspan of an adult Bald Eagle 8 feet | 2 meters

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Wear a mask or cloth face covering.
As we all navigate through these uncertain times, your health, safety, and well-being come first. Here are some of the adjustments we've made to keep our facilities clean and safe:

- Installed over 200 hand sanitizers.
- Frequent disinfection at high-touch point areas and updated cleaning protocols.
- Implementation of safety protocols at work sites.
- Installation of Plexiglas barriers.
- Reminders to honor physical distancing.
- Avoid touching your eyes, nose, and mouth.
- Clean surfaces using a household cleaning spray or wipe.
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Help stop the spread.
Leave Space. Stay Safe.
Recovery ready.

Stanchion Toppers:

Campaign Identity
Attention grabbing treatment
Attention grabbing treatment
Attention grabbing treatment
Traveler health tips
Generic treatment
Port actions for healthy travel
Monitors and digital displays

Help stop the spread.

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Don’t flock together.
Practice physical distancing.

Wingspan of an adult Bald Eagle 6 feet | 2 meters

#FlyHealthySEA

Horizontal monitors
Help stop the spread.

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Don’t flock together. Practice physical distancing.

- Wingspan of an adult Bald Eagle 6 feet | 2 meters

School your friends. Practice physical distancing.

- Two Chinook Salmon 6 feet | 2 meters

Banners, floor, and seat graphics

Floor graphics

Leave Space. Stay Safe.

6 feet | 2 meters

#FlyHealthySEA

Graphics for seating, promoting proper physical distancing.

Banners, floor, and seat graphics
Other graphics

Keep physical distancing top of mind.

No more than four.
Please use proper distancing measures when entering and exiting the elevators.

Hand sanitizers have been installed throughout the terminal for your protection. Look for a dispenser wherever you see this symbol.

Search “hand sanitizer” on the SEA App to find a location near you.

Hand sanitizer location indicators and messaging for App downloads.

Quick turn-around text-only signage. Used when a sign is needed very quickly or has a very specific need at Port facilities non-public facing.

Width of Moose antlers 6 feet | 2 meters

#FlyHealthySEA

#FlyHealthySEA

Pull-up banner

#FlyHealthySEA