



December 7, 2016

Outstanding Air Show Industry Programs Earn Pinnacle Awards

LAS VEGAS - The International Council of Air Shows (ICAS) presented platinum and gold Pinnacle Awards to 13 outstanding air show programs in seven categories Wednesday, December 7, in front of nearly 1,000 industry professionals during a special awards luncheon at its 49th annual convention.

The ICAS Pinnacle Awards program recognizes performer, support services and air show organizer programs that demonstrate ingenuity, achievement and professionalism. This year's recipients have implemented and executed ideas and programs which bring greater recognition and awareness, effectiveness, efficiency and overall improvement to air shows. The presentation seeks to make these ideas available to the greater air show community around the world to advance the industry and stimulate positive change.

“Some common themes arose during this year's Pinnacle Awards judging process: community, engagement, cooperation, collaboration, awareness,” said John Cudahy, ICAS President and CEO. “We saw examples of those words in action today. The Pinnacle Awards are designed to make our industry think about how we can realize our goals, and sometimes the simplest idea can change an entire industry.”

A panel of air show industry subject matter experts assessed each entry based exclusively on the information contained in the submitted entry packet. Each submission was considered on its own merit and scored individually on its purpose, innovation, feasibility, project planning and documentation, and overall execution.

Gold Recipient - Cleveland National Air Show - Snapchat Success

In order to improve the long-term sustainability of air shows across the globe, it's imperative that the industry attract and engage a younger audience in unique and relevant ways.

Launched in 2011, Snapchat is a free mobile messaging app used to share photos, videos, text, and drawings. Snapchat On-Demand Geofilters were released in 2016 to allow businesses and consumers to create custom overlays for their event or location based within certain geographic parameters. Users can choose spaces as small as an office, or as large as several city blocks.

Snapchat is the second-most used social media platform among millennials and is the fastest growing platform in the market to date. Younger audiences want to share their experiences online, so it's essential for the success of our industry to meet young consumers where they are: social media platforms.

The Cleveland National Air Show entered the relatively untapped Snapchat Geofilter market in September with the release of their custom overlay during this year's event. It took engagement to a new level by allowing their patrons to create and interact with content in their own way.

These things are cost effective and easy to execute. Filters start at just \$5 and can be created anywhere, any time. The process is simple: submit your image, choose your dates, and select your location using satellite maps. Snapchat only requires 24 hours to approve the content. The 2016 Cleveland National Air Show filter was submitted about two weeks in advance of the show. The filter included the 2016 theme "Roar Over the Shore" as well as a Blue Angel F-18. The filter was accessible to anyone inside the air show grounds, which totaled over two million square feet. Each filter ran for nine hours each day of the event and the total cost was under \$700.



Over the course of the three-day event, the Cleveland National Air Show Geofilter was viewed nearly 105,000 times and was used over 3,000 times. The custom Geofilter was not only shared within Snapchat, but also across other social media platforms resulting in additional exposure and reach to a new audience and new air show fans.