

LYDD AIRPORT REBRAND

Overview

Our creative marketing agency was tasked with reimagining the brand identity of Lydd Airport to support their ambitious business diversification strategy. With a rich heritage and a forward-thinking vision, Lydd Airport sought a **brand refresh** that would resonate with both traditional aviation audiences and new business sectors.

Testimonial

"The HWdm team worked alongside our in-house team and outsourced consultancy firm to create the next stage of our brand story. The service was professional, economic and above all else represents a new era for our brand. We cant wait to work with the team again moving forward."

Lydd Airport Owner



**PROFESSIONAL
SERVICE**

CONCLUSION

Our complete rebrand of Lydd Airport not only rejuvenated its visual identity but also laid the foundation for its successful business diversification. By combining strategic insights with creative execution, we helped Lydd Airport transition into a vibrant, forward-looking brand ready to embrace the challenges of tomorrow.



CHALLENGE

Lydd Airport's leadership wanted to move beyond its legacy image as a regional air hub and embrace a broader role in the local economy. Key challenges included:

- **Perception Shift:** Transforming public and stakeholder perceptions to align with a diversified business model.
- **Visual Identity:** Creating a dynamic, modern visual identity that balanced the airport's historical roots with innovation.
- **Strategic Messaging:** Crafting messaging that communicated the airport's expanded role, from aviation to broader business services.

APPROACH

HWdm adopted a multi-step strategy to address these challenges:

1. Discovery & Research:

We began with in-depth stakeholder interviews and market research to understand the current brand perception, business goals, and future opportunities. This helped us identify key messages and visual themes that would resonate with diverse audiences.

2. Strategic Repositioning:

We developed a comprehensive brand strategy that articulated Lydd Airport's evolution. Our repositioning emphasized innovation, connectivity, and community impact, ensuring the brand could support new business initiatives while honoring its heritage.

3. Visual Identity & Messaging:

Our creative team designed a refreshed logo, color palette, and typography that conveyed modernity and accessibility. We also crafted a compelling tagline and narrative that positioned Lydd Airport as a gateway to new business possibilities.

4. Implementation & Rollout:

The new brand was implemented across multiple channels—from signage and digital platforms to printed materials and PR campaigns—ensuring a consistent and engaging experience for all stakeholders.

RESULTS

Since the launch of the rebrand, Lydd Airport has experienced:

- **Enhanced Stakeholder Engagement:** Positive feedback from community partners, investors, and business leaders.
- **Increased Visibility:** A measurable boost in media coverage and online engagement, reflecting the refreshed brand's resonance.
- **New Business Opportunities:** The diversified brand identity has opened doors to partnerships and initiatives beyond traditional air travel, aligning with Lydd Airport's strategic vision.