

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Aitken

**SUBJECT: CLARIFICATION ON COST OF
SAN JOSÉ AIRPORT BRAND
NAME**

DATE: January 23, 2023

Approved



Date

01/18/23

INFORMATION

The purpose of this memorandum is to clarify the consultant costs associated with the Airport's new brand name.

BACKGROUND

On December 14, 2022, I sent a [memorandum](#) describing the Airport Department's plan to introduce a new brand name for Norman Y. Mineta San José International Airport ("Airport"). Press reports have led to subsequent confusion regarding the cost of developing the new brand name.

ANALYSIS

The purpose of my December 14 memorandum was to inform City Council that the Airport will introduce a new brand name as one component of a forthcoming new brand identity to be debuted in late-January. The new brand identity is an outcome of the multi-year, comprehensive review of the Airport's current brand identity to evaluate whether it continues to best position the unique value the Airport offers travelers within the competitive Bay Area air travel market.

While a department of the City, the Airport runs as a business and is entirely self-sustaining through the revenues generated from airlines and other Airport users. No local tax dollars are used to operate, maintain or market the Airport. The Airport's Marketing Section — a small team — relies on consultants to provide a variety of specialized services to support its work on an as-needed basis.

The project budget for consultant services to support the brand analysis and identity redevelopment needs included nearly \$225,000 for extensive qualitative and quantitative market research, conducted with an emphasis on equity. The product has and will continue informing Airport marketing and business efforts and provide a baseline for the Airport to measure the effectiveness of future marketing investments. As described in my previous memorandum, this initial round of research included a series of one-on-one interviews with key individual

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stakeholders representing Airport and City leadership staff, City Council, the Silicon Valley Leadership Group and Silicon Valley Business Travel Associations; several structured, online interactive discussion forums to gather qualitative insights from 42 Bay Area travelers; and a survey of 2,119 Bay Area travelers to get a quantitative, statistically significant snapshot of Airport sentiment among current and potential customers. Airport staff shared the findings of this research with the Airport Commission on February 14, 2021, for its input.

Based on insights drawn from the initial research, the Airport budgeted approximately \$358,000 for the design and development of a new visual and verbal brand identity, including the new brand name. Approximately \$48,000 was allocated to conduct further research during brand redevelopment to solicit public input on the new brand identity from Bay Area travelers who represent the Airport's diverse customer base.

While the Airport's consultant is still supporting the Airport's Marketing Section staff's launch the new brand identity, this project remains well within budget.

/s/

JOHN AITKEN, A.A.E.

Director of Aviation

For questions, please contact Scott Wintner, Deputy Director, Airport Marketing & Communications, at swintner@sjc.org or (408) 392-3690.