



# Customer Success Story

## Park Aviation Chooses EMG Marketing Group as their Full-Service Corporate Sales & Marketing Partner

Park Aviation, Vancouver based Park Aviation Services is a Canadian leader in commercial and private aviation insurance solutions.

### The Opportunity

Park Aviation wanted to become the national insurance solution provider for the Canadian commercial and private aviation industry from Victoria, BC to Halifax, NS.

To successfully achieve this aggressive objective Park Aviation realized they needed a successful sales and marketing partner to forge the optimum mix of sales and marketing initiatives and NEW corporate identity.

### The Solution

Park Aviation selected EMG Marketing Group as their Sales & Marketing partner to design the new corporate identity and business messaging to grow Park's national business.

As the full-service provider of sales and marketing services for Park Aviation EMG Marketing Group is responsible for:

- **Corporate identity** - Logo design, website design, collateral design
- **Corporate Communication** - Business writing, corporate messaging
- **Customer Growth** - Database design, monthly articles, advertising
- **Sales Presentations** - Presentation portfolio, Sales Presentations and trade show / seminar signage

### The Result

From new logo and web design to business cards, presentation folders and corporate sales presentations EMG Marketing Group designed a successful new corporate identity for Park Aviation.

The new Park Aviation corporate identity partnered with a professional and timely customer communications and messaging is making Park Aviation the preferred choice for the Canadian aviation industry from coast-to-coast.



- Web designs for the new Park Aviation corporate website.



"It has proven to be a stellar decision to choose EMG Marketing Group as Park Aviation's full-service sales and marketing partner.

EMG has exceeded our corporate sales and marketing expectations and continues to deliver professional results and exceptional value."

- Dave Fitzpatrick, President, Park Aviation Services