



News Release

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AIRPORT AUTHORITY SELECTS “HOLLYWOOD BURBANK” AS NEW BRAND IDENTITY FOR BOB HOPE AIRPORT

*Hollywood Burbank Brand to Be Used for Marketing Purposes;
Airport’s Legal Name Will Remain Bob Hope Airport*

BURBANK, Calif., May 3, 2016 — On Monday, May 2, the Burbank-Glendale-Pasadena Airport Authority selected “Hollywood Burbank Airport” as the new marketing brand identity for Bob Hope Airport. The Hollywood Burbank brand was chosen for its strong geographic recognition among travelers and will be used to market the Airport to passengers, particularly those who live east of the Rocky Mountains. The Airport’s legal name will remain Bob Hope Airport.

“We believe the Hollywood Burbank branding identity will let passengers know that they have more than one airport choice when they fly into the Los Angeles Basin,” said Airport Authority President Frank Quintero. “The City of Burbank is known as the Media Capital of the World and we want to promote its proximity to popular centers of entertainment.”

In January 2015, the Authority signed a contract with Anyone Collective LLC, a brand management and creative services agency in South Pasadena, to conduct research and develop a brand identity that would more strongly identify the Airport’s geographic location. In addition to

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HOLLYWOOD-BURBANK REBRANDING

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conducting research on search engine optimization (SEO) returns for potential brand identities, Anyone Collective also interviewed and surveyed Authority Commissioners; Airport staff; members of the Burbank, Glendale, and Pasadena communities; and frequent travelers based east of the Rocky Mountains before bringing its suggestions to the Authority.

The selection of the new brand identity is the first step in the two-phase Airport rebranding process. The remainder of the first phase will be dedicated to the creation of branding materials, including an Airport logo and identity. The second phase will focus on the strategic implementation and execution of the new Hollywood Burbank Airport brand identity.