

Aeroplan:
New Business RFP Concept Design

Wunderman
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Objective: To WIN the Aeroplan Account in its entirety.

In an early meeting with their intermediary consultant, the Aeroplan client had expressed a huge concern that they would not receive the kind of service they desired from Wunderman, in that the agency already had many large accounts. They felt that if we became their AOR, they would be a small fish in a large pond.

My solution to this concern was to develop a theme of true and innate partnership. The concept of 'We fit together like a hand in a glove' was born.

The teaser material created for the request for an RFP was sending an oversized, glossy Aeroplan orange glove box, containing a beautiful set of orange leather kid gloves. Each glove hand had a hand-stitched tag in the wrist hem. The left hand had an Aeroplan tag on it, and the right hand a Wunderman tag – and they were bound together by a single white ribbon.

The caption stated that the impending relationship between Wunderman and Aeroplan would 'fit like a glove'. Underneath the lift-away compartment of the box's false bottom, were DM work samples. They loved the presentation and the concept and we made it to the next level for a face-to-face meeting.



The RFP Book:

Continuing on the 'Hand' theme, the solution was to play up the various expressions humans make with their hands in the name of collaboration, for the design of the RFP book and the respective collateral materials we prepared as well as for the agency decor for the pitch meeting itself.

I shot all the photography and photoshopped it into duo-tomes using the Aeroplan Orange to create this very beautiful monochromatic look and feel, which complimented their brand colour beautifully and made the entire presentation very appealing, fresh and current.

This colour scheme was carried through to the entire presentation and decor of the agency for pitch day.

