



# Marketing Aircraft with Video

## dvd & cd-rom

### Cessna's DVD Creates Mile High Results

Now that DVDs have reached and dazzled most consumers, this impressive and flexible technology is becoming commonplace in business, particularly in marketing, and its uses are just beginning to be explored. One of the most powerful uses of DVD in marketing is representation of a company's image.

Cessna Aircraft Company, the world-leading manufacturer of personal aircraft has begun to use DVD in their marketing efforts, and believe that the format itself says as much about their company as what it contains.

Cessna's Director of Communication Programs, Tom Zwemke, says. "DVD says something about the company itself – it spells excitement. We needed a state-of-the-art business tool to market our state-of-the-art (aircraft) business tool."

The DVDs, titled "The Citation X Experience," were mailed to select clients and used by their marketing team during presentations of the company's services and capabilities.

The Cessna DVD makes full use of the technology, with 50+ motion menus, interactive virtual tours, a simulated cockpit, and stunning photography. "It's a real experience," Zwemke says. "It's the next best thing to flying the plane itself."

Users are able to get from anywhere in the 26-minute program to anywhere else, including Cessna's website. "The Citation X Experience" is web-enabled, another use for the DVD format that is growing in popularity.

As a teaser, they also produced a business card-sized CD featuring clips from the DVD to act as a sort of movie trailer for the full-blown "Citation X Experience"

Cessna's sales force is excited about the DVD. Many report that the DVD has caused some potential buyers to stop considering Cessna's competitor products.

There are many reasons to choose DVD as your marketing media. It is versatile, it is high resolution, it is compact --- and it's new. Says Zwemke, "we have to start thinking in DVD".