

# Bell Fort Worth Alliance Air Show - Creative



The year 2020 was not only the Bell Fort Worth Alliance Air Show's 30th Anniversary; it was also the year the air show evolved into North Texas' first drive-in air show experience due to the COVID-19 pandemic. This provided Cooksey Communications with the challenge of communicating two key messages to guests in the marketing collateral pieces.

The 30th Anniversary creative theme was developed first and served as the backbone for 2020's design. It can be seen throughout the main collateral pieces, including the promotional sticker, 24-page program and poster. Cooksey also designed a special 30th Anniversary logo that could be used in conjunction with all creative.

To emphasize the unique drive-in air show aspect, Cooksey designed a circular drive-in logo/badge that could be placed on marketing collateral pieces as needed. This logo/badge made it possible to quickly integrate this messaging into marketing collateral with the 30th Anniversary creative, without completely redoing the existing creative theme. Additionally, Cooksey designed the circular drive-in logo to complement the USA TODAY 10Best Readers' Choice logo – another important selling point for the air show.

