



Delta Material Services Marketing Communications System

Supporting global aviation operations through targeted, integrated, and measurable outreach.

Helping organizations communicate complex ideas with clarity, consistency, and measurable impact.

The Multi-Channel Marketing Ecosystem



Conference & Events: End-to-End Presence

Complete event branding from planning through execution.

Pre-Event Planning



Targeting global aviation finance and MRO attendees.



Digital event banner deployments.



Pre-event email sequences and partnership proposals to secure executive meetings.

On-Site Execution



Booth design built on strict corporate brand architecture.



High-fidelity physical collateral.



Executive presentations, printed case studies, and branded inventory spotters.

Post-Event Nurture



Automated digital follow-up sequences.



Links to secure B2B inventory platforms.



Conversion of handshakes into active platform users.

The Sales Enablement Arsenal

Case Study One-Pagers



- **Format:** Challenge → Solution → Result
- **Focus:** Measurable outcomes (turnaround time, cost reduction).
- **Target Assets:** PW4000, CF6-80C2, CFM56-7B engines.

Executive Presentations



- **Format:** High-fidelity pitch decks.
- **Focus:** Sole distributor value proposition.
- **Target Outcome:** Establishing exclusive procurement pipelines for material leaving the fleet.

Partnership Proposals



- **Format:** Co-sell and integration pitch documents.
- **Focus:** Mutual benefits, strategic fit, and next steps.
- **Target Outcome:** Consignment frameworks or large-scale lease agreements.

Digital UX: The B2B Procurement Matrix

Visitor to Long-Term Customer



High-Volume Matrix Interface

Part Number	Description	Condition	Available Qty	Order Qty
 APU GTCP 131-9A		Overhauled	14 Units	Enter Qty
 JT8D-219 Compressor		Serviceable	42 Units	Enter Qty
 CFM567B Fan Blade		New Build	108 Units	Enter Qty

Key Benefit: Streamlines complex procurement for 12,000 supported part numbers, directly supporting 150,000 monthly warehouse transactions.

Targeted LinkedIn Campaigns

Content Strategy Grid

Aviation Finance Leaders

Leasing Directors

Global MRO Procurement

1 Thought Leadership

Positioning executives alongside macro-industry trends (e.g., global fleet renewal, ESG in aviation finance).

2 Inventory Spotlights

Showcasing specific, high-demand assets moving through the massive 400,000 sq ft Atlanta facility.



3 Company Culture

Highlighting the passion of 100,000 global personnel to build authentic human connection and trust.

Internal Activation: Employees as Brand Ambassadors

The Internal Playbook

Global Brand Book: Establishing binding rules regarding corporate identity and design.

Targeted Training Formats: A 'minds and hearts' program ensuring alignment.

Cultural Recognition: Realizing that every single customer interaction impacts the perception of a \$1.1B enterprise.

Inspired by historic logistics rebranding methodologies.

The Core Alignment

- 
1. Integrity
 2. Respect
 3. Perseverance

Re-anchoring daily operations of the parts, engine, and leasing teams to these foundational pillars.

Executive KPI Dashboard

Global Web Traffic



Tracking geographic reach of digital campaigns and inbound leads for outright purchases.

Inventory Movement Growth



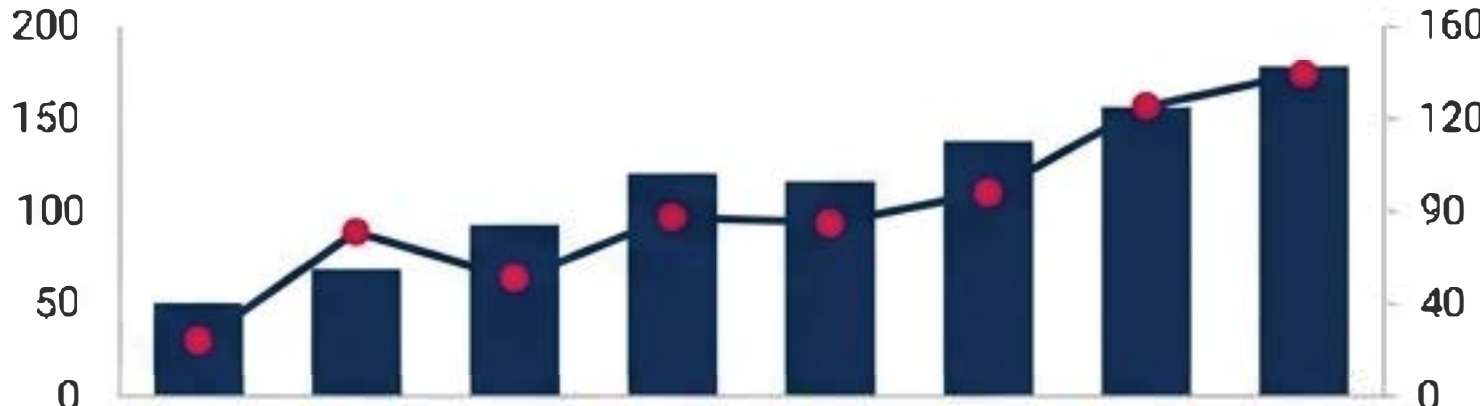
Correlating campaign spikes to the monthly volume of 150,000 warehouse transactions.

Lead Generation Efficiency



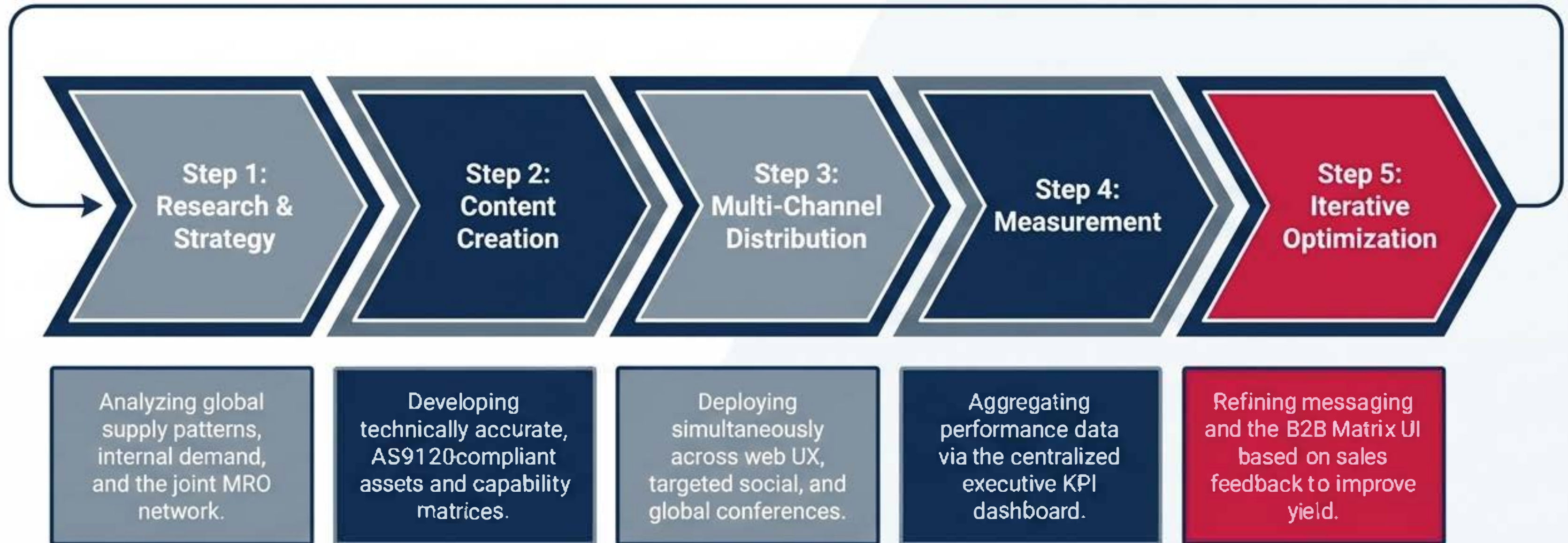
Measuring conversion rates of one-pagers and LinkedIn campaigns into active sales dialogue.

Macro Campaign ROI

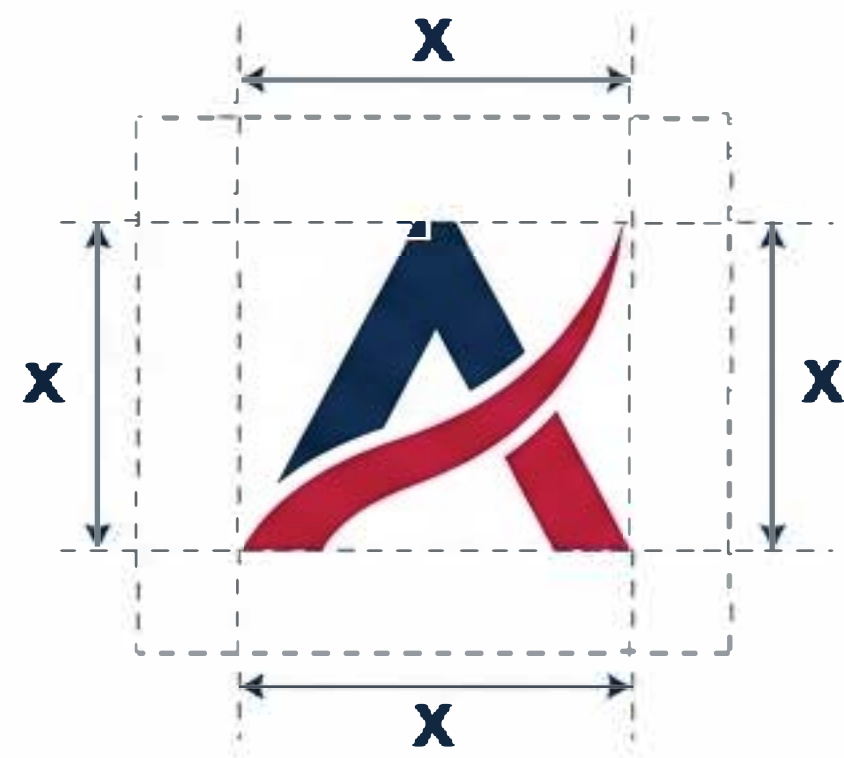


Marketing spend versus the value of shortterm engine lease transactions and high-value exchanges.

The Marketing Workflow Pipeline



Uncompromising Brand Standards



Anatomy of the Brand

Clear Space Rule: The 'x' cap-height logic requires uninterrupted space around all logo placements equal to the height of the primary logotype.



Primary:
Delta Blue



Secondary:
Delta Red

Typography remains predominantly white on primary colored backgrounds. Tertiary colors are restricted.

0-30% Grayscale Backgrounds	30-50% Grayscale Backgrounds	50-100% Dark Backgrounds
Use the full-color logo.	DO NOT place the logo.	Logo must be reversed to white.
		

The Absolute Rule: The integrity of the signature must be respected at all times. Do not stretch, condense, or abstract.

About Morrison Washington

Strategic Brand Consulting

Deep expertise in translating complex corporate structures, joint ventures, and global compliance standards (ASA100/AS9120) into compelling, market-ready narratives.

Premium Visual Design

Uncompromising adherence to top-tier corporate guidelines, ensuring that every asset reflects the multi-billion-dollar scale and reputation of the master brand.

Technical UX Execution

Bridging high-level messaging with complex digital infrastructures, implementing seamless B2B Matrix interfaces for global inventory procurement.

The perfect hybrid of strategic consultants and creative designers, dedicated to executing the Delta Material Services vision.