Branding is key to future growth, says Ocean Sky

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London (PRWEB UK) 20 May 2011 -- "Consolidation of services in the air and on the ground will be a key trend in European business aviation in the coming decade," says Ocean Sky chief executive Steve Grimes. This development will create major growth opportunities for companies with strong brands and differentiated offerings.

With its sights set firmly on business growth, Ocean Sky, the integrated private aviation services group, is participating in the 11th European Business Aviation Convention and Exhibition (EBACE) in Geneva, where it will launch the latest element of the group’s brand strategy, ‘O’ – a high-quality, quarterly magazine for Ocean Sky passengers and customers.

‘O’ is a lifestyle magazine spanning the worlds of luxury and travel, which will complement Ocean Sky’s private aviation services. With expansive features by celebrated contributors, stunning photography and bold graphic design, ‘O’ will provide a fresh slant on the world of the business jet traveller. The magazine’s first issue, being unveiled today at Ocean Sky’s EBACE stand (# 1251), includes articles by the grande dame of luxury Lucia van der Post, SuperYacht World’s editor Hugo Andreea and Wine & Spirit magazine’s former editor Richard Woodard. Topics to be explored will include the pleasures of Armagnac; the discerning sailor’s new guilty secret, luxury cruiseliners; and a test drive of the latest armoured limousines. ‘O’ will be available for reading aboard Ocean Sky’s 40-strong business jet fleet and at the group’s international network of Jet Centre fixed base operation (FBO) lounges.

Grimes says: “Launching ‘O’ is an additional means of communicating brand strength to our customers and deepening our relationships with them. Like our beautifully-designed FBO lounges, highly-trained staff and award-winning website, the magazine is a statement of our strategic intent to develop our brand as a symbol for excellence.”

Less than a decade since being founded, Ocean Sky is already a prominent player in business aviation, offering flight brokerage, aircraft charter, aircraft management, FBOs, aircraft engineering and aircraft interior services. Ocean Sky’s Jet Centre FBO network already has six bases in the UK and Spain, with further FBOs planned in Italy, other European markets and the Middle East. The group’s fast-growing aircraft charter operations serve clients through a network of offices across Europe and the Middle East. Ocean Sky also manages a fleet of 40 business jets, ranging from the Cessna Citation Mustang to the Airbus A319, and is an authorised service provider for Bombardier aircraft, with large-scale maintenance, repair and overhaul (MRO) facilities at Manchester and London Luton airports.

Grimes says: “Brand has already played an important part in Ocean Sky’s rapid growth. As the European business jet market continues to mature, brand will become even more important in unlocking growth opportunities.”

Notes to Editors:
Ocean Sky is a fully-integrated private aviation services group, offering flight brokerage, aircraft charter, aircraft management, fixed base operation (FBO), aircraft engineering and aircraft interior services.
Headquartered in London and at London Luton Airport, Ocean Sky has further operations in Germany, Italy, Spain, Switzerland, Russia and the United Arab Emirates. All group services are delivered under the Ocean Sky brand, reflecting the group’s strategy of offering consistently high standards of customer service and a ‘one-stop’ solution to any private aviation need. For further information, visit www.oceansky.com

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