



FAI World Championship for Aerobatic Model Aircraft. Class F3A

Midvaal Raceway, Meyerton, South Africa 15 - 25 August 2013



Application of Breitling branding during FAI World Championship

As per the agreement between FAME and Breitling, the organisers of the 28th FAI World Championship for Aerobatic Model Aircraft received several items for use and display at this event. The championship was conducted at the Midvaal Raceway, near Meyerton, from 15 to 25 August 2013.

The championship took place in the winter months of the Southern Hemisphere, with the result that the surrounding landscape was very dry, brown, and in some cases the grass had burned prior to the event starting. Although the 10-year historical forecast showed winds of between 2 to 4m/s, the wind patterns were significantly different, with winds

Breitling banners



Breitling banners at flight line flying horizontally in strong wind! Competitor is Wolfgang Matt from Liechtenstein (world champion 1975 and 1979). Helper is Toni Böller, wearing Breitling cap.



Photograph of central arena area, showing Breitling flag below the FAI flag at left, Breitling back wall on podium, and two Breitling banners against fence on right of picture.



Flight line director Zane Mannell in Breitling bib, checking battery voltage of UK competitor's aircraft (Matthew Hoyland). Breitling banner barely visible in back.



Ready/preparation area, with Breitling banner in background. Two flight line officials wearing Breitling vests/bibs.

Breitling umbrellas



Panoramic view of flight line 1, showing variety of Breitling-branded elements: judges' umbrellas, banner, and three officials with Breitling bibs/vests. Strong wind evident in this photo.



Ori Leshed, assistant/scribe to FAI judge Amram Leshed, wrapped in blanket to combat cold wind. Umbrellas are collapsed at this point to prevent damage. Chairs on flight line blown over.

Breitling caps



South African reserve judge and judges coordinator, Christo Rust was inseparable from his Breitling cap!



FAI Judge from the USA, Don Ramsey.



Bob Romijn, FAI Judge from the Netherlands.



FAI Judge from Japan (world champion in 1973) Tsugutaka Yoshioka, Ivan Olivier (South Africa), and Don Ramsey wearing their Breitling caps at the last team managers' meeting/briefing.



National team from Turkey proudly wearing their Breitling caps.

Breitling back wall



Breitling back wall gave prominent exposure during prizegiving and awards ceremony. Second-placed Tetsuo Onda, Japan (left), world champion Christophe Paysant-le Roux (France), and Andrew Jesky from the USA (FAI bronze medallist).



Spectators view of back wall during opening ceremony.



Junior World Champion, Roston Dugmore from South Africa.



Back wall forms backdrop to winners podium.

Breitling bibs/vests



Bruce Clark, assistant to FAI Judge Robert Clarke (AUS) wearing Breitling bib/vest.



Elroy Vice, flight line 2 manager.



Flight Line 1 manager, Danie Potgieter Jnr at left, assisted by official Grant Brook. More polite view of flight line staff (picture at right)!



Contest Director Burt Botha during one of his regular visits to the flight lines.

Media coverage



Film crew of DsTV Channel Supersport on flight line 2 during finals flights. Crew supplied with Breitling vests/bibs. E-TV film crew visited championship earlier.

Breitling lanyards



Each of the competitors, team managers, helpers, supporters, officials, and staff received a Breitling lanyard in their goody bags. Competitor from Austria, Gerhard Mayer, had novel use for his lanyard, almost a "remove before flight" ribbon.

Own application of Breitling-branding: 7m x 1m banners, indoor and outdoor



Banner (canvas, 1m x 7m) erected across main road of Meyerton central business district (Loch Avenue).



1m x 7m banner used at model processing/scrutineering area. South African competitor André Stockwell has primary model aircraft on scale to check weight.

Own application of Breitling-branding: Pull-out banners, advertising posters, street direction signs



Pull-out banner (700mm x 2100mm) used as welcome sign at OR Tambo Airport, and at Riverside Sun Resort. FAI Judge Tsugutaka Yoshioka (Japan) and Ori Leshed (Israel).



Street posters/direction signs used at major intersections and arterial routes in and around Meyerton. Size is 600mm x 900mm, vinyl on Correx (40 in number).



A1-sized posters (400 printed) used to advertise event. Displayed at hobby shops, shopping malls, supermarkets, schools, and one souvenir to each participant in their goody bag.

Own application of Breitling-branding: airport welcome banner



Airport welcome banner, size is 1300mm x 330mm, vinyl on Correx. Banner was used as an identifier to welcome arriving teams and officials at OR Tambo International.



Airport welcome banner held by Bob and Mariska Skinner.

Own application of Breitling-branding: A5-sized flyers/leaflets, and A4 souvenir programme book



A5-size promotional leaflets, double-sided, with programme of events and map to Midvaal Raceway on reverse. 10 000 printed.



A4-size souvenir programme book (36 pages). A copy was placed in each participants' goody bag and to all visitors to the championship. The half-page Breitling advert was placed gratis. Breitling logo on cover and inside back page, with acknowledgements.

Closing remarks

In addition to the public branding of on-site Breitling materials, the Breitling logo was used on all our bulletins to the National Airport Controls (NACs) to distribute information about the championship (internal communication).

Regarding media exposure, we have sent press releases to the local press and the Breitling brand was promoted throughout. Here is an excerpt from a press release dated February 2013: "So far we have secured as accommodation partner, the Tsogo Sun Riverside Sun Resort in Vanderbijl Park, transportation partner SA Airways, with preferential rates for participants, and the FAI partner, Breitling, who will supply materials like flags, umbrellas, lanyards, caps, bibs, back wall, banners, etc. (At this stage we were not informed that the back wall would have to be produced locally from our own resources.)"

The organisers of this successful event wish to thank the FAI, FAME, and Breitling, for the marketing and promotional opportunity to partner in this first aeromodelling championship for 2013. We know that the Breitling brand received excellent exposure at this championship and that additional awareness has been created for this well-respected and recognised brand.