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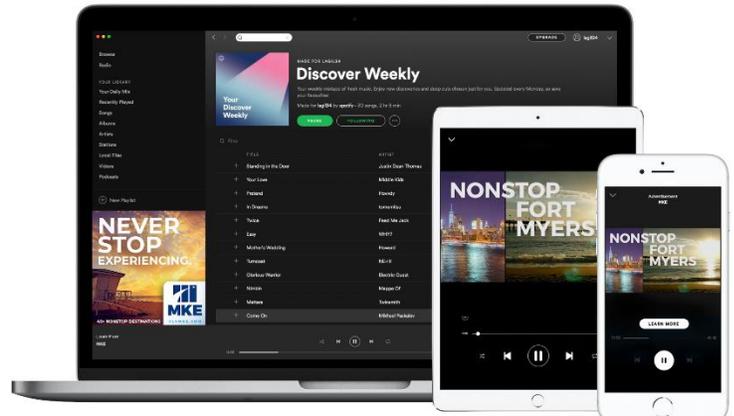
MEDIA ADVISORY
December 5, 2018

MKE RADIO ADVERTISING CAMPAIGN RECEIVES NATIONAL RECOGNITION

MILWAUKEE – Milwaukee Mitchell International Airport (MKE) received national recognition at the 2018 Airports Council International-North America (ACI-NA) Marketing & Communications Conference in Ottawa, Canada last month.

MKE received First Place in the Radio Advertising category at the 2018 ACI Excellence in Airport Marketing, Communications, and Customer Service Awards. MKE's Spotify online radio advertising allowed the airport to promote its "Nonstop" messaging and have a little fun by tying its nonstop travel promotion to the nonstop listening experience. This tactic allowed MKE to promote the Airport in an uncluttered environment while incentivizing listeners to engage with the brand by offering nonstop, uninterrupted music.

"There's nothing better than being recognized by your peers, and once again MKE shows that it is on the leading edge of airport marketing, which is important due to the air travel market in southeastern Wisconsin being highly competitive," Milwaukee County Executive Chris Abele said. "Our marketing and advertising campaigns target travelers in both Wisconsin and Illinois, encouraging them to choose MKE and enjoy our easy travel experience and nonstop destinations."



The campaign generated more than 180,000 impressions for MKE, with a click-through rate that is higher than the industry standard. MKE partnered with Milwaukee-based advertising firm Boelter + Lincoln on the concept and creative elements.

MKE offers nonstop flights to 45 destinations coast-to-coast, and 160 international destinations are available from Milwaukee with just one connection. MKE is also served by Air Canada, Alaska, Allegiant, American, Apple/Funjet, Delta, Frontier, Southwest, United and Volaris. The complete list of nonstop cities can be found at www.flymke.com.

General Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The airport is entirely funded by user fees; no property tax dollars are used for the airport's capital improvements or for its day-to-day operation.

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Strengthening Community.