



ONE COMPANY
A WORLD OF EXPERTISE

WORLDWIDE HELICOPTER
Heli-One manages the world's largest fleet of civilian helicopters anywhere in the world, offering flexible leasing terms to a wide range of customers - expertly and efficiently. We understand professional operators and we lease to the highest standards.
With more than 50 years' experience as operators, we know how to help our customers - safely and profitably. Our customers include:

- CHC Helicopters
- Victoria Police
- Lufthansa
- Cougar Helicopters
- Malaysian Helicopter Services
- Aerohelicopters

225 AIRCRAFT.
18 AIRCRAFT TYPES.
ONE FLEET.

WORLDWIDE INTEGRATED LOGISTICS SUPPORT (ILS)
Complete nose-to-tail support. Total budget control. Enhanced safety. Heli-One engineers are available 24 hours a day. Wherever you are. Covering all scheduled and unscheduled R&O for engines, dynamic components, all rotatable components and consumable parts, plus support for any special mission equipment. With no surprises, because you'll know exactly what your maintenance costs per hour will be.
Components are maintained according to the manufacturer's recommendations - including all inspections - or replaced by new OEM-guaranteed parts, ensuring the highest safety standards. Service means you don't have to maintain costly inventory. Giving you peace of mind.
Helicopters that are always ready to fly.



A world of expertise.

> The Background

CHC launched a new business subsidiary in February 2005 at a major international trade show in Los Angeles. The business subsidiary is called Heli-One and is a helicopter support business which includes total Maintenance, Repair and Overhaul (MRO) services. The newly formed division also offers helicopter leasing services and financing to its customers. It is therefore an all-encompassing helicopter support service.

> The Criteria

CHC selected Serengeti to create various communications items for Heli-One's launch, including a brochure to announce the arrival of the new subsidiary, and a corporate stationery package.

The client briefed Serengeti on the target audience and strategic communications objectives.

The client required that Serengeti communicate the huge scale and breadth of the new subsidiary without appearing arrogant or insensitive to CHC's existing customers. CHC also required that Serengeti execute this project on a very tight budget and timeline.

> The Process

Serengeti worked closely with the Director of Communications during the whole process to ensure quick turn-around on all requests and requirements. Initially all photographs from CHC's library were reviewed to determine which images would be suitable and fit the brochure format. Next, Serengeti brought in one of its writers to create a theme and several headlines that could be used to compliment the text provided by CHC.

> The Result

The primary challenge for Serengeti was to simplify the multiple values of the new subsidiary down to one memorable and compelling message. Serengeti created a high-impact printed brochure with a distinct theme that immediately positioned the new subsidiary as a major player in the market.

The new marketing materials were unveiled at the Heli-One launch event. The impact was instantaneous. The new subsidiary received major press coverage and attracted considerable interest from its target market. The brochure was widely heralded as a great success. Based on the success of this project Serengeti was asked to provide services to CHC on an ongoing basis.

CHC Helicopter / Heli-One Global Support

CHC Helicopter Corporation is the world's largest provider of helicopter services to the global offshore oil and gas industry, with aircraft operating in 30 countries and a team of approximately 3,500 professionals worldwide. CHC is a \$1.5bn company, and one of BC's 10 largest public companies.