



NETWORK launches the 'hi-life', as part of Hamilton International Airport's Fly Free For Life Contest.

Hamilton ON, Canada March 19th, 2007, Network ISG, a creative marketing and branding agency recently won a local design competition to design a sub-brand and contest for the Hamilton International Airport.

Network ISG was among several local firms contacted by the Hamilton International Airport in late October, 2006 as part of a competition to design a new sub-brand and approach to the Fly Free For Life Contest.

Network's concept, 'The hi life' was selected by the Hamilton International Airport marketing team as a result of its integration with the airport's current brand. "The point of our concept is to appeal to the average citizen who would normally not have an opportunity to vacation every year for pleasure. Our concept branches from this premise" noted Gerry Visca, Partner | Creative Director, Network ISG.

Network developed a series of engaging, eye-catching and somewhat humorous ads. "The hi logo is relatively new to the target audience, therefore we chose to not develop a new logo for the contest, but rather a sub-brand around the contest name." noted Gerry Visca.

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