



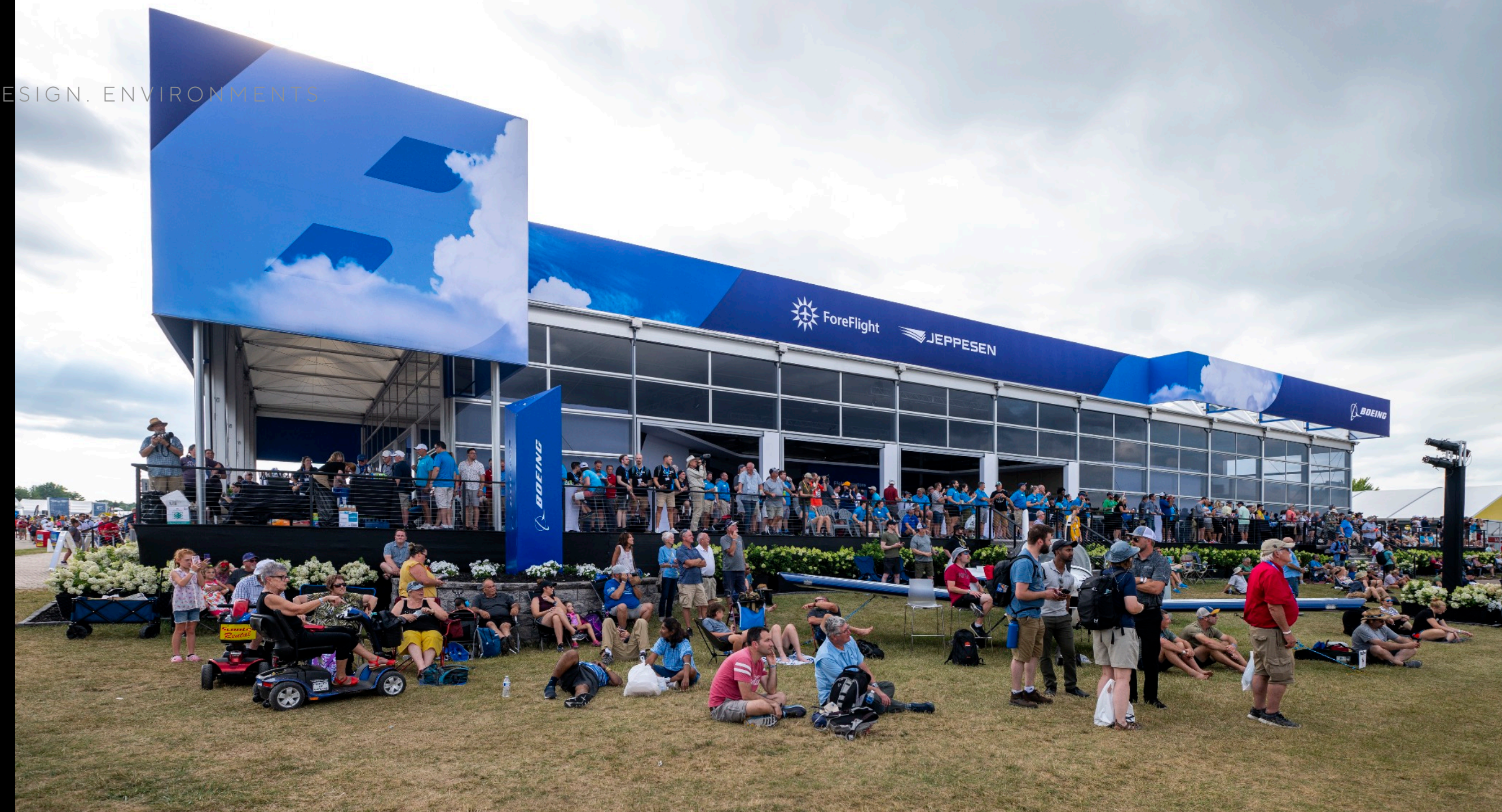
Czarnowski Collective

Boeing

EAA AirVenture

As an innovative global aerospace leader, Boeing develops, manufactures and services commercial airplanes for customers in more than 150 countries. A premier sponsor for the EAA AirVenture Oshkosh Airshow, Boeing needed to stand out from the other sponsors. Czarnowski Collective was challenged with moving away from a traditional trade show event space towards an inspiring experiential destination to reinforce Boeing's leadership position in the industry.

After researching the diverse audience segments, Czarnowski Collective created an immersive environment that inspired a variety of attendees, including the next generation of aviation professionals and enthusiasts. Attendees had the opportunity to explore products, services and Boeing programs.





A flight line observation deck, product demonstrations, a 787 flight simulator, a retail store and a VIP lounge all helped strengthen Boeing's position in the industry by helping attendees form emotional connections to the company's story of innovation, advocacy, sustainability and leadership.



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