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The Fusion of Art and Engineering

THE GOAL

- Create excitement around Boeing's newest production airplane

The 777-200LR

- Create an Interior worthy of the World's Longest Range Aircraft



THE PROCESS

The Fusion of Design and Engineering

THE PROCESS

Create a Team

Rather than organizing along traditional functional lines, Teague brought together designers, engineers, assembly workers, business managers, vendors, Fabricators, and our client, Boeing, to create one cohesive team.

THE PROCESS

Create a Team

The goal of the team is to ensure that all functional groups (team members) share a common 'strategic intent' and then act in concert to create an unparalleled experience for passengers.

--Bruce LaRue

THE PROCESS

Define the “WHAT”

Before you can execute a design you must first define “What” you are going to create.

It is critical to the success of the project that the team supports the “initiative”

Once you know “What” your team is creating, then you determine “How” to execute the initiative.

THE PROCESS

Find Word Class Partners

To fill the “Gaps” in your team and organization



imagination at work



MOTOROLA
intelligence everywhere™

BOSE®

THALES



AeroMobile™
AIRBORNE MOBILE CONNECTIVITY
A Partnership of ARINC and TELENOR



BAD ANIMALS
SEATTLE

AM&
AM Music Productions, Inc.



BRUCE LARUE
Strategy in Action

MATSUMOTO DESIGN

777-200LR Interior Strategy

Enhance the sales process by creating a unique interior experience that elicits an “I’ve got to have it” emotional response that is reinforced by a demonstration of the unmatched value the Boeing Company and more specifically the 777 provides

A light gray world map is centered in the background of the slide. The map shows the continents of North America, South America, Europe, Africa, and Asia. The entire slide is framed by a thick blue border.

World Tour Target Audience

Airline executives- CEO's, CFO's, CMO's

Financiers

Media

Travel/Tourism

Government Officials

Interior Experience Objectives

Get key decision makers and influencers that may never visit our Seattle based mock-up to experience the difference in vision, design, and value that Boeing and the 777 offer

Demonstrate the range of support and services BCA brings to the table

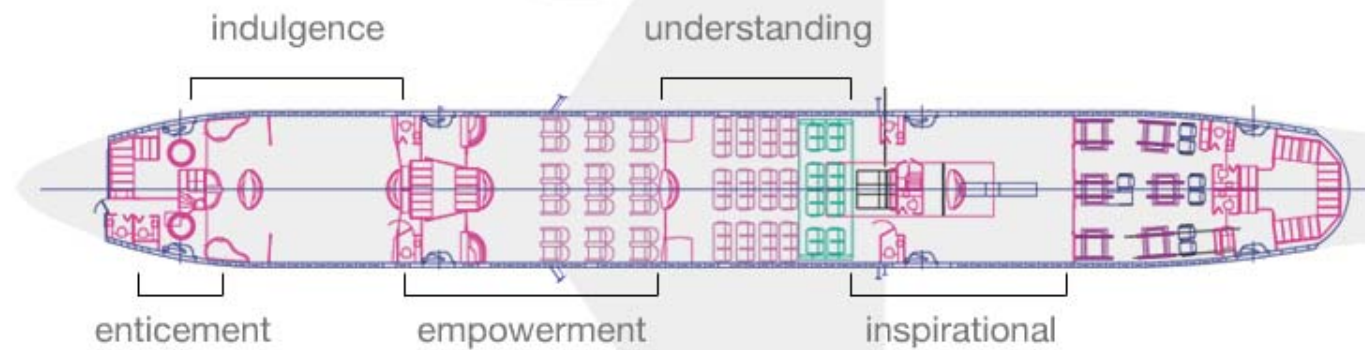
Highlight the unique features of the 777 (OSU, EFB, etc.) and demonstrate the value they provide

Position the 777 and 7E7 as complimentary products

Clearly contrast the difference between the A340/A330 and 777 & 7E7 cross section

Re-use custom interior features in new mock-up center

Provide a stage to promote the new 777 Freighter



777 experience

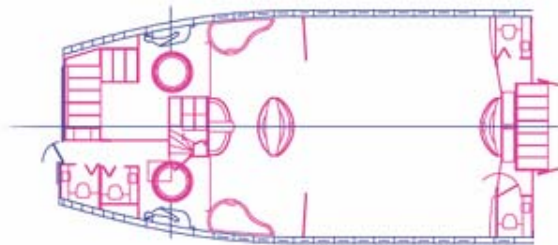
Passenger Experience

Design promotes the 777's Interior value and Flexibility

Interior solutions provide an exceptional in-flight and ground display experience

Aircraft interior will provide a consistent message throughout

First Class: The Ultimate Experience



Indulgence

Objective

- To “Wow!” them as soon as they walk in.
“This is a space I have not seen before.”
- Demonstrate some of the unique features Boeing is offering for premium first class interiors
- Pilot rest and EFB

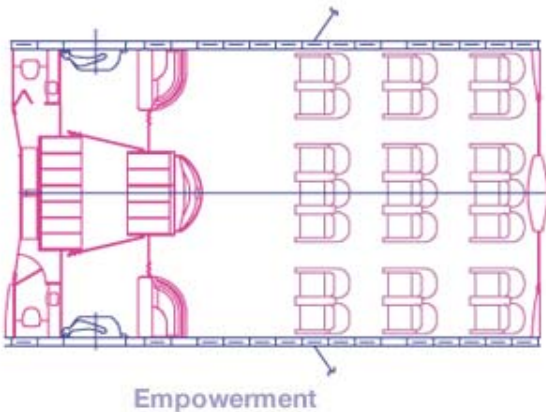
Key Messages

- The 777 can accommodate the most unique and exclusive interior arrangements
- A premium product for your most valued customers
- Unique features enhancing the passenger and crew experience

Passenger Experience

- Relaxing
- Indulgence
- Enjoyment of deserved privilege

Business Class: The Manhattan Office Space



Objective

- Visitors view this space as high-end down-town Manhattan office space
- Demonstrate the advantage of the 7 abreast business class seating
- Highlight the interior architecture of the 777

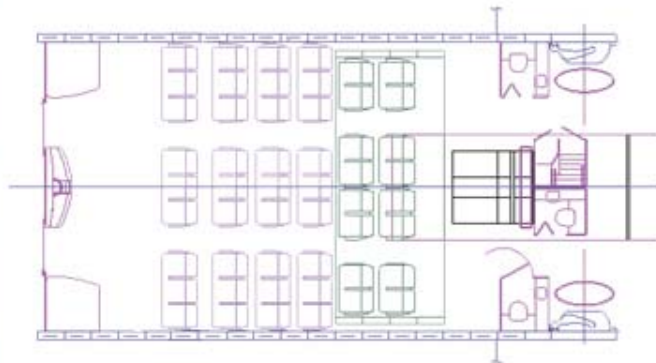
Key Messages

- More personal space - for high value customers
- A difference you can feel and your customers will seek out
- More seats - 7 abreast seating provides more revenue without sacrificing comfort.
- More bags - Ample space for carry-on items (no need to eliminate center bins) passengers can easily access their belongings

Passenger Experience

- I'm in charge.
- Let's make things happen.

Cross Section Comparison: See for Yourself



Understanding

Objective

- Demonstrate the superior cross sections of the 777 vs. A340/A330
- Reinforce the interior flexibility of the 777 vs. A340/A330

Key Messages

- Like the 747 the 777 offers 10 abreast seating in economy - maximizing value w/out sacrificing comfort
- As an option premium 9 abreast seating offers higher yields
- The interior flexibility of the 777 offers superior comfort at 9 abreast vs. the 8 abreast seating of the smaller/narrower A340

Passenger Experience

- Sense of expectation
- Exploration and discovery

THE PROCESS

Now get it done... FAST!

- Implementing the “What”



THE PROCESS



- Implementing the “What”

THE PROCESS



- Implementing the “What”

THE PROCESS



- Implementing the “What”

The Results



The 2005 Paris Airshow



First Class: The Ultimate Experience

Features include

- Enhanced lighting (mood lighting)
- Starred ceiling
- Custom carpet
- Music
- IFE
- Bar unit with touch screen for presentations
- Plasma screen for presentations

First Class



First Class



First Class



First Class





Business Class: The Manhattan Office Space

Features include

- Premium business class seats
- Enhanced lighting (mood lighting)
- Custom carpet
- Larger center seat concept
- IFE



Business Class



Business Class



Business Class



Business Class



GE Fan Blade



front



777
9 abreast seating
36" pitch

777
9 abreast seating
32" pitch

A340/A330
8 abreast seating
32" pitch

Cross Section Comparison: See for Yourself

- 777 9 abreast seating 36" pitch
- 777 9 abreast seating 32" pitch
- A340/A330 cross section
- A340/A330 8 abreast 32" pitch



Cross Section Comparison



Cross Section Comparison



Display Area





Transition Zones/ Destination Points

Objectives:

- 1) Re-enforce our overall point-to-point strategy
- 2) Demonstrate that Boeing builds airplanes for people
- 3) Demonstrate the specific value elements our products provide - validate and justify the "I've got to have it" feeling
- 4) Highlight the services & solutions BCA offers the industry

The World Tour

The 777-200LR Worldliner's world tour began in June and ends this month. Here's a partial list of nations and cities it visited.

Australia: Sydney
Bermuda: Bermuda International Airport
Canada: Montreal
China: Beijing, Hong Kong
France: Paris
Iceland: Keflavik
India: Delhi, Mumbai
Mexico: Mexico City
New Zealand: Auckland
Oman: Muscat
Pakistan: Islamabad, Karachi
Qatar: Doha
Singapore: Singapore
Taiwan: Taipei
Thailand: Phuket
United Arab Emirates: Abu Dhabi, Dubai
United Kingdom: London
United States: New York (Newark), Seattle

Thank You!

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