



Bob Doherty, Bill McGee, Jack Braman and Bill Howard check some of the new Piedmont ads.

Agency is promoting our success

Among the many big changes made by Piedmont last year was the Company's move to a new advertising agency. McKinney Silver & Rockett of Raleigh, North Carolina is the firm responsible for the catchy themes in our latest ads.

From "Sit Down in Greensboro. Stand Up in Tampa" to "The Houston Hop That Skips The Stop" Piedmont's destination advertising is causing lots of favorable comments. It is reminding employees and passengers of our successes and attracting the attention of new customers in new places. Last fall, Senior Vice President-Marketing Bill McGee told the agencies competing for the Piedmont account that "we needed something to distinguish Piedmont's advertising . . . from the sameness seen in our industry's promotional efforts." McKinney Silver & Rockett came up with it.

Though they're 500 miles south of Madison Avenue, admittedly not a high visibility location for an advertising agency, the McKinney firm has not gone unnoticed. Their clients include big-name companies like Beatrice Foods, Brown & Williamson and General Mills. They are also a relatively young company, born in 1969. In ten years, they've grown more than most agencies do in 20. In fact, of the 812 agencies that have been founded and survived since 1969, only four have generated more growth than McKinney Silver & Rockett. Their credits don't stop with growth rates. The firm consistently ranks among the top 12 agencies in the nation's toughest creative competitions. The leading creative publication in the advertising business has described Piedmont's new agency as "one of the hottest creative shops in America."

Of the firm's 50-plus employees, there are two who work closest with Piedmont's own advertising experts — Executive Vice President-Marketing and Customer Services W. R. Howard and Bill McGee.

McKinney Senior Vice President Bob Doherty, who was a vice president of Wells Rich and Green, and Vice President-Account Executive Jack Braman, who was with American Airlines, are primarily responsible for the Piedmont ad campaigns. In their words, "The job of advertising is to dramatize Piedmont's competitive edge — in as bright and visible a way as we can. Done right, it's going to raise the perception of Piedmont dramatically and quickly . . . both the simple awareness and the quality of image perceived."

The examples below, and on page eight illustrate the public's current picture of Piedmont, according to McKinney Silver & Rockett.

I Love New York, But Not When I'm Flying Up To New Jersey.



When you fly to the Newark, NJ area in the morning, all the other airlines ask you to fly to LaGuardia or JFK and drive around or through Manhattan.

Which is a great place for nightlife, but a tough place to get through or around in the morning. But now Piedmont flies you straight through to New Jersey.

Strangely enough, we're the only airline doing that early in the morning. So, if you've been going through a lot of detours to New Jersey, your troubles are over.

Call your Travel Agent. Or call us direct. You'll love our way of getting to New Jersey.



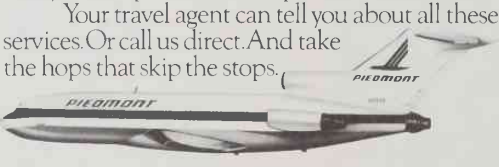
Piedmont. The Only Morning Direct Flight To Newark.
Call your Travel Agent or call us direct at Greensboro 275-2900 Winston-Salem 938-5100 or High Point 886-1451.

Do The Hop Nonstop.



Stopping in busy, congested airports when you don't have to is a waste of time. And patience.

So, in recent months, Piedmont has initiated many nonstop services to important new markets. Your travel agent can tell you about all these services. Or call us direct. And take the hops that skip the stops.



PIEDMONT
Over latest nonstops: Nashville-Denver began December 1, 1979; all others starting January 15, 1980.

Fly To The Mid-East.

We fly to more cities in Mid-Eastern America than any other airline. Either nonstop, direct or with low-hassle connections. So give us a call.

We've got the Middle Eastern situation under control.



Piedmont. Only Nonstops To Nashville And Louisville.
Leave Denver 11:30a. Arrive Nashville 2:44p. Leave Nashville 8:40a. Arrive Denver 10:27a. Leave Denver 1:10p. Arrive Louisville 5:22p. Leave Louisville 11:18a. Arrive Denver 12:05p.

PIEDMONT
Call your travel agent, or call Piedmont at 803-3567.