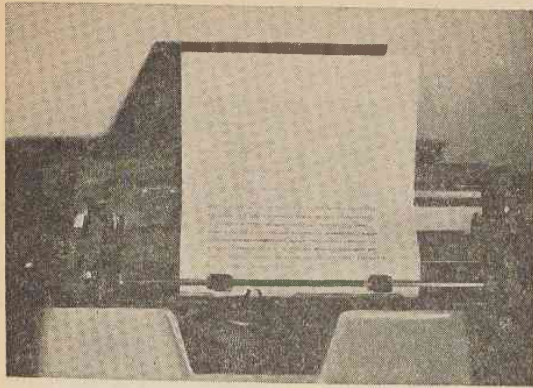
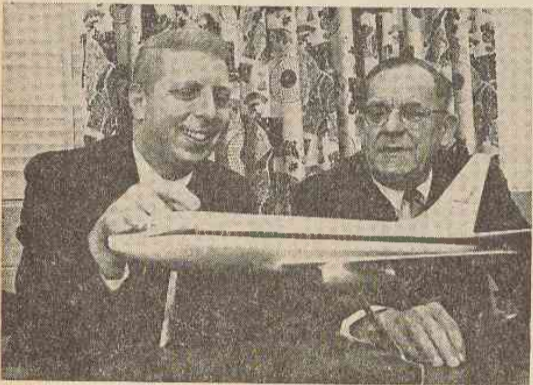


Unique "Employee" - Piedmont's Advertising Agency



COPY — An advertisement for Piedmont gets started in the typewriter of an LNBL copywriter. After the idea for the ad is discussed with an art director, the copy is written. The copy then is carefully checked by a senior member of the agency Creative Department and then by the agency account executive on the Piedmont account.



ACCOUNT MANAGEMENT — These two men along with John Ottley, who recently retired, have for years been responsible for the management and servicing of the Piedmont account at Liller Neal Battle & Lindsey. They are, from left, Dick Hodges, vice president and account executive, and Bill Neal, agency president. The account servicing group handles planning and client contact, represents client needs to the Creative and Production departments and, in turn, is responsible to Piedmont. The account servicing group also works closely with the Media and Research departments in developing advertising media recommendations. In every phase of Piedmont's advertising program, the agency works closely with W. G. McGee, assistant vice president—sales.



CREATIVE COPY — Helen Gordon, LNBL Creative Director and a native of Winston-Salem, copy writer Annette Alexander, Associate Creative Director Paul Darcy Boles, and Cliff Freeman, account service, go over an idea for a Piedmont ad.



ART AND PRODUCTION — Baron Roberts, seated, agency vice president and art director, discusses a Piedmont layout with Sam Longino, vice president and Production manager, Ronnie Crowe of the Production staff, and Joe Novak of the LNBL art staff.

Piedmont Airlines has an "employee", actually an entire organization, whose efforts are directly channeled towards the building and maintenance of the Company's image (see editorial on page two).

Our special "employee" is our advertising agency, Liller, Neal, Battle, and Lindsey of Atlanta, most frequently referred to as LNBL. LNBL is actually 89 individuals who create and produce campaigns to advertise the many services and varied highlights of Piedmont Airlines.

LNBL provides top-notch talent to meet the advertising needs of the Company. The theme of Piedmont's 1966 campaign which you have seen cropping up in the pages of your newspaper, which is one of 126 papers both on and off the system carrying our ads this season, and heard over one of the 178 radio stations throughout Piedmontland, proclaims the "Route of the Pacemakers" as the common link between the 69 cities in Piedmont's nine state area.

Ad Placement

This present campaign that LNBL has produced for Piedmont utilizes trade agreement as well as a paid program and is also being carried by 21 television stations and in nearly 70 business and specialized publications such as college and military newspapers. Piedmont has outdoor advertising scheduled in 24 markets, adhibiting some 110 billboards during a twelve-month period.

It is next to impossible to calculate the number of hours that go into creating an idea for an ad. The further time it requires to produce one ad in any given campaign is just as immeasurable. LNBL policy entails a firm belief that research is a vital adjunct to marketing. Any good idea deserves good production, says LNBL. Their experienced production personnel maintain the strictest supervision over every job, small and large, in a constant striving to upgrade quality. The aims of LNBL's departments sound almost like what might be said about accounting or maintenance or any department of Piedmont Aviation, Inc.

LNBL's Reward

In measuring their own creative philosophy LNBL employs the same rule the businessman uses — the rule of sales results. Although LNBL has won many awards for their advertisements and commercials, all of their creative people feel that their greatest reward is seeing clients' sales go up.

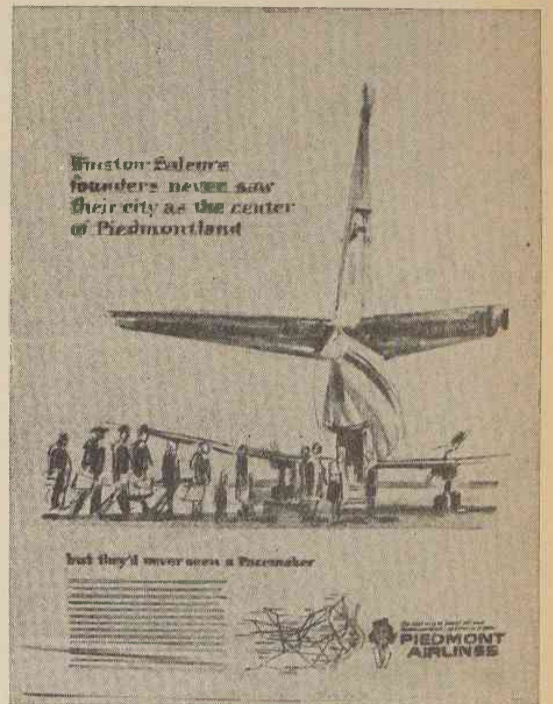
From the looks of traffic figures for the first six months of this year, LNBL has been doing a bang-up job for Piedmont. As of mid-June the company's load factor is a whopping 64 percent. Just as much as the 1800 other personnel of Piedmont, our "employee," LNBL, is helping to make Piedmont's 26th year the best yet.

Unlike the majority of the 1800 individual employees of Piedmont, LNBL works for other companies as well, though they say Piedmont is one of their favorites. Some of the other employers of LNBL are Carling Brewing Company, Borden's Dairy, Frito-Lay, Inc., and Sophie Mae Candy Co.

LNBL has been a PAI "employee" since 1953. They've never received a service pin.



FINISHED AD — The plate of the Piedmont ad is sent to the publication for printing or used as the basis for a matrix, or "mat", which the publication can also use. When the plate is inked, a proof, like the one shown here, can be produced. The proof is also checked by the Production Department, the Account Executive, and the Creative Group before the plate is released for publication.



LAYOUT — After the idea and copy are approved, the art director takes over. He lays out an ad, taking into consideration the heading, copy, visual (photo or art) idea, signature, etc. The finished layout and copy, after being approved by the Account Executive, are then sent to Piedmont for approval or revision.



MEDIA AND RESEARCH — Gathering information helpful in deciding where Piedmont should advertise most effectively and efficiently, then placing these orders with the selected and approved media organizations is the job of Miss Marilyn Fudge, of LNBL's Research staff, Mrs. Mary Jean Meadows, Space and Time Buyer for Piedmont, Mrs. Pamela Steward, Media Director, and Miss Pat Garner, of the Media Department staff.



BOOKKEEPING AND BILLING — Oscar Lewis, agency secretary-treasurer, and George Douglas, his assistant, head the staff responsible for checking to be sure Piedmont advertising is carried, paying the media that carry Piedmont advertising, then providing central billing to Piedmont. Working on the Piedmont account in LNBL'S Bookkeeping Department are Mrs. Pat Gaeser, seated, and Mrs. Jean Carson.