

Will Rogers World Airport

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OKC Airport Trust and Will Rogers World Airport Seek Public Input, Announce Rebrand Effort

OKLAHOMA CITY (October 18, 2023) - The Oklahoma City Airport Trust (OCAT) announced today plans to pursue a rebranding effort for Will Rogers World Airport. Airport leaders are seeking public input via an [online survey](#).

“Oklahoma City continues to grow, and Will Rogers World Airport is a dynamic part of the city’s infrastructure,” said Director of Airports Jeff Mulder. “The terminal expansion and future growth of nonstop destinations and international travel mean the time is right to revisit current branding. We’re looking forward to an update that puts our very best foot forward for visitors and residents alike.”



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The brief public survey is available at <http://bit.ly/WRWASurvey> or at flyokc.com. Residents of Oklahoma City, surrounding communities and airport goers across the state are invited to share their feedback. Visitors to Will Rogers World Airport from around the country and international travelers are also encouraged to participate. The survey will be available through Monday, November 13, 2023.

OCAT and airport leadership identified the need for branding services and solicited RFPs from experienced organizations in mid-April. Nominee - a local, strategic brand studio - was chosen as the agency to complete the comprehensive rebrand. The company has partnered for authentic place branding with organizations ranging from neighborhoods to nations. Previous local civic project experience includes Oklahoma City's MAPS4 branding and Visit OKC's The Modern Frontier brand campaign.

“We’re thrilled to have been selected as the branding firm for Will Rogers World Airport,” said Matt Stansberry, Nominee’s founder and CEO. “Place branding is something we care deeply about, and we love our Oklahoma City home. Will Rogers World Airport is the front door for OKC. We’ll pursue the project in ways that are thoughtful and responsible to bring to life a brand experience that’s meaningful for Oklahomans and shares the very best of OKC with visitors.”

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