



M E R I D I A N
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Meridian Group Named Advertising and Marketing Firm for AirShares Elite

(Virginia Beach, Va.)- AirShares Elite, a premier fractional jet ownership company, has appointed Meridian Group as their agency of record for all marketing initiatives.

In the new relationship, Meridian Group will develop a branding strategy for AirShares Elite that reflects their commitment to providing superior fractional jet ownership for small aircraft pilots.

“AirShares has a great product and service over and above their competitive set, but their brand was not adequately communicating this,” said Bob Sanders, director of brand development at Meridian Group. “We have produced a creative articulation that will help them stand out clearly.”

Headquartered in Atlanta, Ga., AirShares Elite operates more than 50 Cirrus SR22 aircrafts with hubs in 17 locations around the United States. Their ownership program provides members the convenience of using an aircraft without the cost of sole ownership.

About Meridian Group

Meridian Group-Marketing Communications, one of the fastest growing agencies on the East Coast with offices in Virginia, Florida, and New York, specializes in consumer and business-to-business accounts in the financial services, travel and tourism, multi-outlet retail, real estate and industrial/corporate sectors.

The agency has grown from two to more than 50 employees since its establishment in 1980 and has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Grand Furniture, Kiawah Island and Palace Resorts.

Providing comprehensive marketing solutions to clients across the globe, Meridian Group operates under "the Why? Philosophy," an exclusive six-step process designed to uncover the core issues of most communications problems.

The agency is a member of TAAN (Transworld Advertising Agency Network). For more information, go to www.themeridiangroup.com or www.launchint.com.