

TAKE YOUR BRAND TO **NEW HEIGHTS** WITH JACOBSEN|DANIELS



**JACOBSEN
DANIELS**

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jacobsendaniels.com

As your passport to success in the lucrative airport concessions industry, Jacobsen|Daniels (J|D) knows the intricacies of navigating the complex world of airports and understands the unique challenges and opportunities that come with operating in these high-traffic environments.

Partnering with J|D gives you access to prime locations in the world's busiest airports. Whether it is a bustling international terminal or a regional hub, we will help you secure the best location to maximize your brand's visibility and profitability.

Understanding that every brand is unique, we offer personalized solutions tailored to your specific needs and goals. From concept development to execution, our team of experts will collaborate closely with you to create a winning strategy that sets you apart from the competition.



REASONS TO OPERATE AT AN AIRPORT:

1. **Brand visibility:** High foot traffic increases your customer base and elevates your brand visibility.
2. **Expanded customer base:** An airport footprint exposes your brand to travelers with diverse backgrounds who you may not have encountered otherwise.
3. **Captured audience:** Travelers seeking retail and food & beverage options are constrained to the airport footprint.
4. **International Exposure:** Airports are gateways to the world!
5. **Consistent Revenue:** Relinquish dependency on seasonal revenue due to consistent airport traffic throughout the year.
6. **Safety & Security:** Airports are one of the safest places in the country, providing a secure environment for your employees and customers.

REASONS TO CHOOSE J|D TO REPRESENT YOUR BRAND:

- 1. Industry Expertise:** J|D has over 20 years of experience in airport planning, implementation, and operations at commercial airports throughout the country. We know airports, travelers, and how to deliver a great customer experience!
- 2. Industry Connections:** Partnering with J|D gains you access to a vast network of world class airport concession operators, and airport decision makers.
- 3. Profitability Partner:** J|D has a proven skill for increasing concession revenue for our brand partners and acts as your guide to non-traditional revenue growth in the airport concessions industry.
- 4. Operational Guidance:** We advise on operations strategies that best fit your brand - from self-operating to licensing arrangements, menu guidance to the best merchandise mix for your airport operation, coupled with construction management, financial analysis, and tenant lease administration, J|D has the capacity to address the full spectrum of your operational needs.
- 5. A Family of Brands:** Our brand partners, include Bon Bon Bon, The Lip Bar, UNTUCKit, and other well-known brands.



J|D has a commitment to our established legacy of championing the local heritage of a region, utilizing our concession and airport experience to selectively cater to each region. **Join Us**, so you can focus on what you do best – delivering an exceptional customer experience to the public.



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