

## ANNEX B IMAGE OBJECTIVES - EL AL AND CN

### WHERE DO YOU PUT YOUR PRIORITIES?

KLM Royal Dutch Airlines, found that people associate an airline with its nationality. Whether related to fact or not, the popular images of countries stick indelibly to their airlines. If the Dutch are thought of as reliable and hard-working, this is how KLM tends to be seen. France is associated with good food; people expect good food on Air France planes.

We know that some of these popular impressions are related to the qualities people seek when they fly. International regulations ensure that actual standards are satisfactory, but it is important for individual airlines to emphasize individual qualities and strengths.

The particular case of EL AL (in Hebrew it means 'upwards') is quoted here to show the thought that lies behind the basic determination of communication goals. According to George Him, the consultant designer, coordinator, and arbiter of design for EL AL, the image should change from country to country: 'In Finland we stress Mediterranean sun, in Italy something else.' Him selects local architects to work in each country. He is ready to sacrifice uniformity for personality, providing the same identity is projected.

The following notes taken from a general instruction he created, cover the building of new offices, and show how he has defined the airline's personality, and conveys it to others.

#### 1. Theme

The main function of an EL AL office, outside its purely practical performance, is to give the prospective traveller confidence in the airline (many people are still afraid of travelling by air) and the pleasurable anticipation at the prospect of flying with this particular company.

EL AL is a reliable airline with a global reputation. At the same time, it is Israel's national carrier and, as such, represents its country and reflects its image. Obviously, both these aspects must find their expression in the design treatment of EL AL offices.

Whereas the airline aspect is self-evident, the Israeli one needs clarification as the image of the country itself is rather complex. To the people outside, Israel appears to be:

- (a) An ultra-modern state, characterized by efficiency, advanced technology, and dynamism.
- (b) The country of an ancient race with a 4000-years-old tradition and one of the main contributors to world civilization.
- (c) A young pioneering country, somewhat rugged, but hospitable and friendly.
- (d) The heir of the Jewish tradition which dictates human warmth and personal interest in dealing with strangers.