Company: Cleveland Hopkins International Airport, Cleveland, OH
Nomination Submitted by: Recess Creative
Company Description: Cleveland Hopkins International Airport is a city-owned international airport in Cleveland, Ohio, United States, and is the primary airport serving Greater Cleveland and Northeast Ohio. It is the largest and busiest airport in the state, as well as in the top fifty largest airports in the U.S. by passenger numbers.
Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories
Nomination Sub Category: Achievement in New Product or Service Launch
Nomination Title: New Product or Service Launch: Hopkins Hospitality

1. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

   - Conducted research involving other airports that were successful in adding similar programs in order to inform our launch and make sure we were doing everything we could to foster the success of these programs

   - Developed all three (3) programs using both guest and employee feedback

   - Created branding for the rollout of all programs, including training for airport and TSA personnel

   - Hosted training for airport employees and TSA staff for all programs

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis,development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

   Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

4. Specify the date on which this campaign or program was launched:

   August 28, 2025

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

   Led by Megan O'Connell, Assistant Director for Marketing, Communications, and Guest Experience, Cleveland Hopkins International Airport recently launched a new customer experience initiative made up of three (3) unique programs: the Hopkins Hangout Pass, a guest pass program, Hopkins Hounds, a therapy dog program, and the Hidden Disabilities Sunflower, a lanyard allowing guests with non-visible conditions to alert airport staff.

   GOALS:

   - Create a more accessible and accommodating airport by investing in programs that cater to the needs of our guests

   - Promote the use of a guest pass program (Hopkins Hangout Pass) that enables non-travelers to access the secure side of our airport to accompany travelers or greet friends and loved ones as they arrive at their gate

   - Feature our new therapy dog program (Hopkins Hounds) to let guests know about its existence and encourage onsite visits with these furry friends

   - Introduce our airport's participation in the Hidden DIsabilities Sunflower program designed to provide a superior guest experience to travelers with hidden disabilities

   - Improve our airport's reputation as a place that prioritizes an exceptional guest experience

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

   - Each program has contributed to increasing overall guest satisfaction, allowing us to offer as we integrate these programs into the airport experience.
   - Guest experience surveys are sent to those who participate in one or more programs, enabling us to monitor user sentiment in real time.
   - The launch of CLE's Customer Experience Programs has elevated the airport's reputation as an accessible, welcoming, and guest-first environment.
   - Early feedback has been overwhelmingly positive, especially among travelers who interacted with one or more of the programs.
   - Airport employees and TSA staff reported that the training and program rollout increased their confidence in supporting our guests.
   - By investing in accessibility, comfort, and community connection, Cleveland Hopkins International Airport has set a new standard for how airports can deliver an exceptional customer experience for all guests.

Attachments/Videos/Links:

New Product or Service Launch: Hopkins Hospitality

[REDACTED FOR PUBLICATION]