The Fusion of Art and Engineering

By Wayne Yutani, Program Manager and Bruce LaRue, President, LaRue Consulting
THE GOAL

• Create excitement around Boeing's newest production airplane
  The 777-200LR
• Create an Interior worthy of the World's Longest Range Aircraft
THE PROCESS

The Fusion of Design and Engineering
Create a Team

Rather than organizing along traditional functional lines, Teague brought together designers, engineers, assembly workers, business managers, vendors, Fabricators, and our client, Boeing, to create one cohesive team.
THE PROCESS

Create a Team

The goal of the team is to ensure that all functional groups (team members) share a common ‘strategic intent’ and then act in concert to create an unparalleled experience for passengers.

--Bruce LaRue
Define the “WHAT”

Before you can execute a design you must first define “What” you are going to create.

It is critical to the success of the project that the team supports the “initiative”

Once you know “What” your team is creating, then you determine “How” to execute the initiative.
To fill the “Gaps” in your team and organization

THE PROCESS

Find Word Class Partners

imagination at work

MOTOROLA
intelligence everywhere

BOSE®

THALES

AeroMobile
AIRBONE MOBILE CONNECTIVITY
A Partnership of ARINC and TELENOR

BAD ANIMALS
SEATTLE

AM &
AM Music Productions, Inc.

Bruce LaRue
Strategy in Action

MATSUMOTO DESIGN
777-200LR
Interior Strategy

Enhance the sales process by creating a unique interior experience that elicits an “I’ve got to have it” emotional response that is reinforced by a demonstration of the unmatched value the Boeing Company and more specifically the 777 provides.
World Tour
Target Audience

Airline executives- CEO’s, CFO’s, CMO’s
Financiers
Media
Travel/Tourism
Government Officials
Interior Experience
Objectives

Get key decision makers and influencers that may never visit our Seattle based mock-up to experience the difference in vision, design, and value that Boeing and the 777 offer.

Demonstrate the range of support and services BCA brings to the table.

Highlight the unique features of the 777 (OSU, EFB, etc.) and demonstrate the value they provide.

Position the 777 and 7E7 as complimentary products.

Clearly contrast the difference between the A340/A330 and 777 & 7E7 cross section.

Re-use custom interior features in new mock-up center.

Provide a stage to promote the new 777 Freighter.
777 experience
Passenger Experience

Design promotes the 777’s Interior value and Flexibility

Interior solutions provide an exceptional in-flight and ground display experience

Aircraft interior will provide a consistent message throughout
First Class: The Ultimate Experience

Objective
- To “Wow!” them as soon as they walk in. “This is a space I have not seen before.”
- Demonstrate some of the unique features Boeing is offering for premium first class interiors
- Pilot rest and EFB

Key Messages
- The 777 can accommodate the most unique and exclusive interior arrangements
- A premium product for your most valued customers
- Unique features enhancing the passenger and crew experience

Passenger Experience
- Relaxing
- Indulgence
- Enjoyment of deserved privilege
Business Class: The Manhattan Office Space

Objective
- Visitors view this space as high-end down-town Manhattan office space
- Demonstrate the advantage of the 7 abreast business class seating
- Highlight the interior architecture of the 777

Key Messages
- More personal space - for high value customers
- A difference you can feel and your customers will seek out
- More seats - 7 abreast seating provides more revenue without sacrificing comfort.
- More bags - Ample space for carry-on items (no need to eliminate center bins) passengers can easily access their belongings

Passenger Experience
- I’m in charge.
- Let’s make things happen.
Cross Section Comparison: See for Yourself

Objective
- Demonstrate the superior cross sections of the 777 vs. A340/A330
- Reinforce the interior flexibility of the 777 vs. A340/A330

Key Messages
- Like the 747 the 777 offers 10 abreast seating in economy - maximizing value w/out sacrificing comfort
- As an option premium 9 abreast seating offers higher yields
- The interior flexibility of the 777 offers superior comfort at 9 abreast vs. the 8 abreast seating of the smaller/narrower A340

Passenger Experience
- Sense of expectation
- Exploration and discovery
THE PROCESS

Now get it done… FAST!

• Implementing the “What”
THE PROCESS

• Implementing the “What”
THE PROCESS

• Implementing the “What”
THE PROCESS

• Implementing the “What”
The Results

The 2005 Paris Airshow
First Class: The Ultimate Experience

Features include
- Enhanced lighting (mood lighting)
- Starred ceiling
- Custom carpet
- Music
- IFE
- Bar unit with touch screen for presentations
- Plasma screen for presentations
First Class
First Class
First Class
First Class
Business Class: The Manhattan Office Space

Features include
- Premium business class seats
- Enhanced lighting (mood lighting)
- Custom carpet
- Larger center seat concept
- IFE
Business Class
Business Class
Business Class
Cross Section Comparison: See for Yourself

- 777 9 abreast seating 36” pitch
- 777 9 abreast seating 32” pitch
- A340/A330 cross section
- A340/A330 8 abreast 32” pitch
Cross Section Comparison
Cross Section Comparison
Display Area
Transition Zones/
Destination Points

Objectives:
1) Re-enforce our overall point-to-point strategy
2) Demonstrate that Boeing builds airplanes for people
3) Demonstrate the specific value elements our products provide - validate and justify the “I’ve got to have it” feeling
4) Highlight the services & solutions BCA offers the industry
The World Tour

The 777-200LR Worldliner’s world tour began in June and ends this month. Here’s a partial list of nations and cities it visited.

- **Australia**: Sydney
- **Bermuda**: Bermuda International Airport
- **Canada**: Montreal
- **China**: Beijing, Hong Kong
- **France**: Paris
- **Iceland**: Keflavik
- **India**: Delhi, Mumbai
- **Mexico**: Mexico City
- **New Zealand**: Auckland
- **Oman**: Muscat
- **Pakistan**: Islamabad, Karachi
- **Qatar**: Doha
- **Singapore**: Singapore
- **Taiwan**: Taipei
- **Thailand**: Phuket
- **United Arab Emirates**: Abu Dhabi, Dubai
- **United Kingdom**: London
- **United States**: New York (Newark), Seattle
Thank You!

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