



TAG AVIATION UNVEILS NEW CORPORATE WEBSITE, UPDATED BRANDING SYSTEM

News / Business aviation



Over 50 years of history and heritage - TAG Aviation, has unveiled a new corporate website as part of its brand update. The refresh is in response to the consolidation of the Europe and Asia entities in 2020 and a renewal of its corporate vision under new leadership. The visual identity for TAG Aviation has acquired an elevated look and feel for the unified company that is refreshing, modern, and sophisticated, while reflecting the company's commitment to TAG's brand heritage and SPIRIT core values.

“Since inception, TAG Aviation has exemplified commitment not just to our customers, but to our people. Our founder Mr. Mansour Ojeh leaves a towering legacy behind, the most important of which was his spirit and dedication. Flying with TAG Aviation means to entrust the most sacred and important things to us – yourselves and your family, and we do not take that lightly. We hold a sacred covenant with our clients, and our branding update reflects that human-centric element which has always been so integral to my dear friend Mansour”, says Steven Young, President and CEO of TAG Aviation.

In alignment with that vision, the new digital experience has been streamlined for greater efficiency

and ease of navigation built with the end-user in mind. With recent investments in technology, from the customer financial portal to the individualized TAG owner apps, the TAG customer service journey is now a seamless experience from online to offline touchpoints, supported by in-person representatives and customer relationship managers.

“The goal for this brand update is not to re-invent the wheel of what is already such a respected brand name in the private aviation industry. The idea is to modernize the company’s identity system and online presence to reflect both the digital savvy of today’s consumer and the staying power of a legacy brand. We are going back to our roots of Techniques d’Avant Garde”, comments Andria Chang, Group Marketing Director.



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