

Brochure copywriting for QinetiQ Airport Radar

For Sale. Persuasion.™

Runway debris (Foreign Object Debris – FOD) represents a major hazard to aircraft movements. The Concorde tragedy in 2000 was largely attributed to a small strip of metal on the runway at Paris Charles de Gaulle. Traditionally, runway aprons are regularly checked by manual patrols – a costly, operationally disruptive and difficult task especially in poor visibility. Agency RPG briefed me to draft this brochure for Tarsier, a revolutionary new high resolution airport radar system developed by QinetiQ. The resulting creative theme ‘Look closer – see more’ highlights the acuity and constancy of radar surveillance, detecting fragments of metal, plastic, glass, wood, fibre-glass and animal remains at a distance of up to 2km. Copy: Ian Castle, Freelance Copywriter. Agency: RPG Associates



Extract:

Cover:

Look closer. See More.

Spread 1:

Image: Bolt on tarmac

Excess Baggage.

Airport runways and estates are notoriously difficult to monitor for safety and security hazards. Effective operations depend on knowing precisely what should - and should not - be there.

The challenges are diverse: foreign objects and debris. Perimeter security.

Surface and operational movements. Birds.

Currently, safety and security falls to manual checks. But demanding airport schedules may allow runway inspections just a few times a day.

Tarsier® is a compact radar system from QinetiQ, the world's radar technology leader. It redefines the concept of autonomous, all-weather and all-area surface surveillance.

For increased safety, reduced operating costs and better security, QinetiQ Airport Radar holds the key.

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