

We the Creative Announces 2013 John Wayne Airport Interactive Annual Report

Written by Australian Business

NEWPORT BEACH, CA, May 24, 2014 /**24-7PressRelease**/ -- John Wayne Airport's (JWA) 2013 Annual Report demonstrates the airport's value to the community through the theme "Impressive from All Angles." The theme was executed by focusing on recent JWA accomplishments in the areas of high-quality air service, safety/security, comfort/convenience and financial strength--and how these achievements positively affect the Orange County community, economy, destinations and partners.

We The Creative was responsible for the discovery, design, development and delivery of the entire report. This year's goal was to create a report that communicates JWA's 2013 accomplishments in a colorful, imaginative way.

We The Creative Agency principal Joven Orozco said, "John Wayne Airport is a tremendously convenient and state-of-the-art resource for Orange County residents. We wanted to highlight its continued improvements--all of which make this airport even more valuable to the community. The result is modern and informative, with a tone that's positive and professional."

The agency arrived at a creative, engaging solution using the latest in HTML 5 technologies. They created an interactive presentation featuring an intro video from the Airport Director and colorful triangles when rolled over "reveal" impressive airport facts and positive feedback discovered from JWA's latest bi-annual passenger survey. The interactive report also delivered several unique technical features, including a parallax effect of pages that slide horizontally, content that loads from a single screen without having to refresh, and a responsive design that automatically responds to each user's individual screen size for easy viewing on a desktop computer, tablet and smart phone.

To see the live report, log on to <http://www.ocair.com/annualreport>.

CONTACT INFO Simone Martinez We The
Creative 877.887.1318 pressrelease@wethecreative.com wethecreative.com