



# RIX RIGA AIRPORT'S COMMUNICATION EXCELLENCE EARNS TWO GOLDS AT THE IPRA GOLDEN WORLD AWARDS

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**Communication campaigns by RIX Riga Airport have received top international recognition – two gold awards at the prestigious IPRA (International Public Relations Association) Golden World Awards 2025. The awards were granted for the strategic success of the airport’s rebranding campaign and the creative execution of its 50th anniversary celebration.**

Laila Odiņa, Chairwoman of the Board of RIX Riga Airport commented: “In the global airport industry, reputation is just as vital as infrastructure. An airport is not just a building – it’s a country’s calling card, the first and last impression for any visitor to Latvia. These campaigns show that even a technical sector like aviation can communicate with emotion, vision, and purpose. Communication isn’t just a tool – it’s a strategic necessity for our growth.”

The rebranding was launched to support the airport’s long-term strategic goal – to become the future travel hub of Northern Europe. Recognizing the risks associated with public skepticism toward public institution rebrands, the campaign was carried out with clear planning and transparency. As a result, it avoided negative reactions and successfully gained public trust in the new brand. The strategy was to inform and involve employees first, helping to turn them into active brand ambassadors, engage industry professionals early through a dedicated preview event. The

rebranding results demonstrated how careful planning and stakeholder engagement can ensure the successful introduction of a new brand in a sensitive public environment.

For 50th anniversary, Riga Airport chose a creative approach – instead of focusing solely on historical legacy, the campaign celebrated achievements, experiences, and the people behind them. Through storytelling, employee memories, and family-friendly events, the airport brought its slogan “RIX is closer than expected” to life. The year-long campaign included youth-focused activities like Silent Disco birthday party in the centre of Riga and innovation showcases highlighting Latvian export-driven companies as a tribute to Latvian economy. These initiatives created engagement with diverse audiences and reinforced the airport’s role as a modern, people-focused hub prepared for future growth.



The IPRA Golden World Awards is the most prestigious global public relations competition, celebrating the world’s most outstanding communication projects. In 2025, just 98 campaigns were awarded, with less than half originating in Europe. Latvia stood out with two golds for a single organization. The rebranding campaign and the 50th anniversary celebration was developed in cooperation with Latvia’s largest public relations agency “Komunikācijas aģentūra”.

Signe Reinholde-Boļiņa, Chairwoman of the Board of “Komunikācijas aģentūra” stated: “Being among the winners is not only an honor, but proof that world-class strategic communication can be created in Latvia. Aviation isn’t usually the most visible stage for creative campaigns, but RIX proves that even a highly complex environment can be communicated with emotion, clarity, and a smart plan.”



27 JULY 2025

**ARTICLE LINK:**

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