

Thompson Aero Seating highlights team members with brand elevation campaign



Team TAS: All of the employees are set to feature in the branding campaign over time

Thompson Aero Seating has launched a brand elevation campaign that celebrates its people and highlights the warmth, passion and collaboration of the Thompson Aero Seating ([TAS](#)) team.

Keith Anderson, CEO of Thompson Aero Seating, said, “Our people are at the heart of our brand. That’s why we are evolving our visual identity to feature the real faces, smiles and heartbeat of Thompson – the individuals who make our company what it is.”

The brand campaign brings together the people and strengths of Thompson with the natural beauty and cultural heritage of Northern Ireland. The visuals combine futuristic patterns that represent Thompson’s engineering expertise and innovation with imagery inspired by the country’s wind-swept earthiness and deep-rooted history.

Thompson is known affectionately as TAS, or often, Team TAS, by those close to the business and sees itself as “a company with warmth and attitude,” the press release said. Putting the spotlight on its people shows customers and partners the human side of the business, while celebrating the talent₁

and teamwork behind the Vantage seating range.

As part of the campaign, Thompson is refreshing its marketing collateral, including introducing new advertisements and updating the website. New visuals across the manufacturing sites will enhance the visitor experience and employee pride.

“This is about more than a new look – it’s about celebrating our culture and showing the world who we are. We are immensely proud of what we achieve together, and we want our outward-facing identity to reflect the spirit, passion, and purpose that drive Team TAS,” Anderson said.

The first five employees to feature in the TAS brand campaign are:

- Aine Mallon, HSE Advisor, who champions health, safety, and environment across the business, keeping people safe and standards high.
- Alexandra Vinagre, Technical Lead, known for her fiery determination and fearless approach to problem-solving.
- Francisco Cabral, Assembly Lead, who oversees monocoque production with uncompromising precision — the foundation of every premium Thompson seat.
- Lennox Camara, Production Operative, who ensures every component is fitted perfectly, combining care with precision on the production line.
- Martin Magee, Production Operative, who brings care and craftsmanship to every build.