

# B-21 Raider Reveal

George P. Johnson (GPJ) + Northrop Grumman for the US Air Force

December 2, 2022



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# Northrop Grumman and the US Air Force Introduce the B-21 Raider, the World's First

## Sixth-Generation Aircraft

"The Northrop Grumman team develops and delivers technology that advances science, looks into the future and brings it to the here and now," said Kathy Warden, chair, chief executive officer and president, Northrop Grumman. "The B-21 Raider defines a new era in technology and strengthens America's role of delivering peace through deterrence."



# The Brief

Our client: "I can't tell you what we are launching ... the date of the show is classified ... the location of this event is top secret ... we need your help ..."

GPJ: "Count us in!"



# The Reveal

“The big reveal for the new B-21 Raider stealth bomber finally took place Friday night in a glitzy unveiling worthy of a Hollywood production as the aircraft was rolled out of a California hangar, but every effort was made to ensure that details about the new aircraft will continue to remain shrouded in secrecy.”

We had precisely one rehearsal opportunity of 7min of time with the plane in this hero position to light it in rehearsal prior to the show.

With NASA planes serving as an eye in the sky and a team of OSI and Homeland Security directing our lighting team, we delivered with speed and precision lighting only enough of the asset to conceal classified elements of the plane.



















# NGI

NORTHROP GRUMMAN



## U.S. AIR FORCE



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# U.S. AIR FORCE



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# The Reveal

There was so much more that went into this historic show, from rehearsals timed precisely to satellite blackout periods, working in a classified hanger that scrambled wireless show communication systems, to having multiple versions of reveal sequences on standby and rehearsed depending on various factors that would only be confirmed live by security forces during the show.

The entire team worked on solutions, solved for unknown challenges and delivered for our Northrop Grumman and US Air Force clients, gaining the respect and trust of the entire team tasked with the protection of this asset.





# Videos, Press, Results

Video of the full event is at 33min into this video

<https://www.youtube.com/watch?v=bgeX78yv6W>

[Northrop Grumman B-21 Raider page](#)

[Northrop Grumman Press Release](#)

[ABC News Article: New B-21 stealth bomber unveiled: What did we see?](#)

[CNN: Air Force unveils newest stealth bomber aircraft](#)

Global headlines and 80M+ views and counting of the reveal!



# **ABC News: New B-21 stealth bomber unveiled: What did we see?**

“The big reveal for the new B-21 Raider stealth bomber finally took place Friday night in a glitzy unveiling worthy of a Hollywood production as the aircraft was rolled out of a California hangar, but every effort was made to ensure that details about the new aircraft will continue to remain shrouded in secrecy.

Taking place under the cover of night, the plane emerged slowly from the hangar bathed in dramatic blue lighting that did not reveal much beyond the plane's similar shape to the B-2 stealth bomber it is intended to replace.

U.S. Defense Secretary Lloyd Austin was among the 600 VIP's and 2,000 Northrop Grumman employees, who have worked on the new bomber for the past seven years, on hand for the big reveal at Northrop Grumman's Plant 42 in Palmdale, California.”

# CLIENT THANK YOU

Dear GPJ Team,

We told you it would not be easy.

We told you that you can't tell vendors or staff the date of the show until 5 weeks out.

We told you that just getting on and around Plant 42 was very restricted.

We told you the mission and schedule of the aircraft were driving immovable requirements.

We told you that you only had one chance to rehearse the drape pull and a minuscule time to light the aircraft knowing that national security was at stake.

We told you the weather for the rehearsals looked bad for the final rehearsals and it was worse.

We told you the flyover was changing minutes before the ceremony space opened.

We told you to get off the ramp within hours after the ceremony so the aircraft could get back to work.

We told you so many things that were challenging.

And you never flinched.

And you respected the highest level of national security.

You delivered a moment in history worthy of what the Raider means to our company, our customer, and now the world with exceptional integrity, uncommon focus, and kind respect.

Thank you and please pass on my gratitude to all who hand in this world changing event.