

British Airways

Problem

How do you brand yourself as a local expert?

Solution

Surround your target with OOH vehicles with creative messages proving your point.

Background

Prior to the busy summer travel season, British Airways wanted to launch a new leisure branding campaign that emphasized their local knowledge and expertise about London. Using their understanding of the nuances of British culture and language, they needed to differentiate themselves as an integral part of a truly authentic London experience. The campaign needed to underscore the airline's innate 'Britishness'; and support the idea that travelers to London should really, "Go with Those Who Know"—British Airways.

Objective

British Airways needed consumers to understand that the airline could pass along things and knowledge that only a true Londoner would possess. Consumers like feeling 'in the know' when visiting another city or country. The media plan had to create an opportunity for consumers to interact with the creative messaging and had to have them feel surrounded by British Airways' 'British-ness'. It was also important to drive preference for British Airways and drive traffic to the website.

Strategy

The creative and media strategies were truly integrated. The campaign was based upon the world's first, online English-to-English dictionary. British Airways was able to impart their local knowledge through the use of slang/local British words in their OOH ads, while the media strategy paired those messages with the appropriate object and/or place. In addition, the OOH always re-enforced the on-line dictionary by driving people to BA.com. In fact, unique URL's were included on every OOH media vehicle and/if when the consumer put that URL into their browser, they would receive messaging that was specific to that particular ad.

The 'Brit-speak' or 'English-to-English' dictionary consisted of over 60+ words and phrases. Therefore, it was also important that the media strategy include blanketing the city with these numerous British sayings. The media and message were integrated in over 840,000 pieces of OOH advertising – the single largest OOH campaign British Airways had ever executed in one city – New York.

Lastly, one of the highlights of the campaign included an ongoing contest in the NY Post. Each Friday, the winner was picked up and driven to JFK in his/her own wrapped London taxi!

The media in the campaign consisted of wrapped London taxis, walls, scaffolds, bulletins, Pershing Square Café sponsorship, phone kiosks, transit shelters, deli bags, postcards, bar/restaurant coasters, and inwindow posters.



Results

The results were phenomenal. There were over 558,000 visits to the dedicated “Go with those who know” website. In addition, British Airways reached a new high in the leisure market following the establishment of the “Go with those who know” campaign, with 36% top of mind awareness.

