

British Airways profile is sky high in Manchester

British Airways were keen to heighten awareness of their Executive Club European offer, whilst promoting European destinations. Buying a flexible ticket to any destination during a specified period gave the customer 12,000 bonus air-miles enough for certain European destinations.

Campaign Objectives

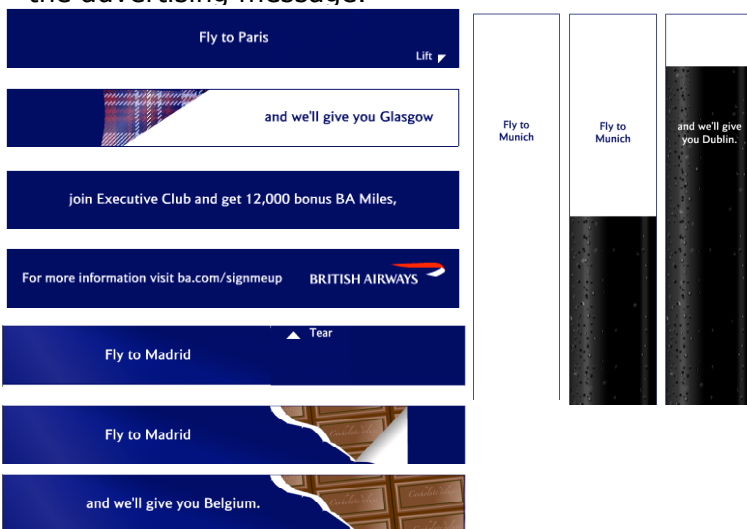
- To drive awareness and sales of British Airways Executive Club offer from within the Greater Manchester area.
- To establish BA's position as providing excellent value to it's customers.

Campaign Solutions

- Utilise the ManchesterOnline site for delivering high reach in a short period of time to a relevant audience capable of taking advantage of the offer. (70% of MOL users live within the Granada TV region and 73% fall in to the ABC1 social category.
- Engage ManchesterOnline users with Rich Media Technology.
- Make the advertising experience interactive, allowing the user to affect the advertising message.



- The advertising campaign coincided with editorial content reporting BA's introduction of new boarding passes to speed up check-in.



Campaign Summary

- The campaign has succeed in communicating BA's offer, to a relevant, purchase capable audience.
- A major success of this campaign was the interactive nature of the advertising.
- The animation on the Skyscrapers and Banners were themed: Tartan was revealed for Glasgow, Chocolate for Belgium and a pint of Guinness for Dublin