

Virgin America Launches New National Ad Campaign

2008-02-05

Fashion-Feel Campaign Targets Non-Traditional Media and Spotlights In-Flight Team Members

Virgin America this week launched a new nation-wide advertising campaign that leverages the airline's unique sense of style and innovation and features the airline's actual in-flight team members in a sophisticated, fashion-driven ad campaign. Created by Virgin America's lead creative agency, San Francisco-based Eleven Inc., the campaign will debut in a rolling launch over the next three weeks in Virgin America's current markets: San Francisco (SFO), Los Angeles (LAX), San Diego (SAN), Seattle (SEA), Washington D.C. (IAD), Las Vegas (LAS) and New York (JFK).

"Our flight experience is radically different from other U.S. carriers and we wanted to create a campaign that redefines traditional airline advertising and conveys the same fashionable look and feel you are met with when you step on board one of our new planes," said Virgin America Vice President of Marketing Porter Gale. "Time and again our guests say they are thrilled by the design of the aircraft, the next generation in-flight entertainment and the friendly and stylish service, so we wanted an experiential campaign that told that story with a wink and smile. Our in-flight teams are our best assets and look right at home in our stylish, mood-lit planes, so it seemed natural to create a campaign with them front and center."

Shot on board Virgin America airplanes by world-renowned photographer Robert Whitman, the creative direction was inspired by Virgin America's unique on-board moodlighting system that subtly fades and brightens across 12 soothing shades, depending on outside light. The campaign has a magazine photo shoot look and feel, while provocatively conveying the unique features of the flight experience (power outlets at seats, a Red(TM) In-flight Entertainment System with seat-to-seat chat, 25 movies, live TV, 3,000 MP3s, videogames and food on demand).

The series features headlines such as: "Arrive beautifully." "Everybody needs an outlet." and "Talk behind people's backs." and support Virgin America's new theme-line "This Is How To Fly."

The media buy is a significant increase over the 2007 spend and features a mix of traditional (out of home, magazines, and newspaper), digital (banner and display), and non-traditional elements. Non traditional media is a critical component of the effort, including the first-ever complete wrap of hybrid taxis in San Francisco in partnership with Clear Channel and Luxor Cabs, bus shelter takeovers that bring the planes' distinctive moodlighting to the streets of San Francisco, and radio promotions with headline DJ's and lucky listeners winning their way to concerts in Virgin America markets.

"Virgin America is reinventing the in-flight experience, so this is one of those rare opportunities to recast an industry," said Eleven President Courtney Buechert. "Their groundbreaking approach to air travel has given us creative license to tell the story of the airline's extraordinary amenities and unique sense of style in a way that resonates with today's savvy travelers."

This article comes from Hotel News Resource

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