

Virgin Atlantic Airways Takes Off with New Marketing Campaign

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Experiential Launch Spreads the Love from Above

Virgin Atlantic Airways, one of the world's leading long-haul airlines, today announced the launch of its new US marketing campaign, Love from Above. The new campaign builds on the airline's history of unparalleled service and innovation on behalf of the traveler, including the newly unveiled Premium Economy cabin, which is now featured on every flight from the US.

The campaign challenges travelers' expectations of air travel with questions such as "Shouldn't a seat recharge more than your laptop?" and "Shouldn't Flying Be Art?" while conveying the friendly service that has differentiated the airline since its inception.

"For 24 years we've approached flying differently, treating our passengers like guests and innovating on their behalf. In recent years we've been known for the distinctive features in Upper Class, such as the complimentary limo service and onboard bar. Love from Above reminds travelers we deliver a phenomenal experience regardless of where they sit on the plane," said Aimee Young, head of brand and advertising, Virgin Atlantic North America.

The campaign represents a new direction for the airline's advertising, introducing a highly visual red and purple art direction designed to infer both style and whimsy, with an eye-catching paisley pattern suggestive of iconic British design.

Developed with their agency of record, McKinney, the campaign will be rolled out in online and out of home executions in the 10 major metropolitan markets in which Virgin Atlantic operates to London including New York, Chicago, Los Angeles, Boston, Washington, DC, San Francisco, Miami, Orlando and Las Vegas.

David Cook, McKinney Group Creative Director on the account, stated:

"Throughout the industry, travelers are being inundated with the same messages. Across the board, they see price ads or are constantly reminded of how bad air travel is. Love from Above is the direct opposite of all that. Since we can't get everyone into the plane, we decided to celebrate here on the ground what makes Virgin Atlantic unique, and spread the love, so to speak. Traveling doesn't have to be a boring, stuffy affair and Love from Above helps Virgin Atlantic connect with people who see travel the same way they do."

Love from Above took flight with a 2-week experiential launch that brings the in-flight experience to the ground in New York City and Chicago. London landmarks projected throughout the skylines of both cities invite the target to the company's first ever WAP site, <http://lovefromabove.mobi/>, which is accessible by any cell phone or smart device equipped with an internet browser. On the site, one can learn more about the complimentary taxi rides in wrapped London cabs, British pub events, and free movie passes designed to convey the surprises travelers experience onboard. The launch will culminate on Valentine's Day with a surprise for busy New Yorkers, Chicagoans, and Virgin Atlantic passengers.

Around the world, the Virgin brand stands for a better choice at a better value. Consistently challenging industry norms, Virgin Atlantic offers services that exceed customer expectations while providing outstanding value. The Love from Above campaign seeks to spread the Virgin Atlantic experience from 35,000 feet to the streets of New York and Chicago, reinforcing Virgin Atlantic's reputation for value, innovation and service in a time where consumers are seeking just that.

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