



# virgin atlantic

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# the challenge | *flight + hotel*

Our challenge with Virgin Atlantic was to create a new name for the “Flight + Hotel” sub-brand. It will define what the future traveler wants from online booking. While also making the benefits of the possible experience so desirable, they won’t want to book with anyone else. The Virgin parent company has “Virgin Holiday” which is all about taking the time to plan a holiday. Part of our challenge was to make this new sub-brand as distinct as possible from Virgin Holiday.

# the audience

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*who are we talking to?*

Our target audience are men and women ages 25-35. They are young professionals who still want to travel. They aren't tied down to many responsibilities which is perfect for those who seek adventure. This group has a specific attitude and are trying to get the most out of their travel experience. They are confident and independent so they know what they want when they travel.



# key insights

Given our challenge and target audience, we will emphasize the simplicity of booking with Virgin Atlantic's new flight and hotel booking service. Our target audience is busy, and emphasizing simplicity will allow them to easily book trips.

Our target audience desires novelty experiences. They desire to try fun and original experiences that are still affordable.

Our target audience can be categorized as "everyday pioneers." This means that they are always looking for new trends or adventures to experience. They pave their own path to success, and they are thrill seekers.



*big idea*

# | Easier Than Staying Home

virgin booking 





## why the big idea solves the big problem

“Easier Than Staying Home” encourages the customer to go on a vacation because it’s easier than going to work, doing household chores, and other boring, tedious activities. It also highlights the ease and simplicity of Virgin Booking, Virgin’s new sub-brand. The heart of the brief was to brand Virgin Atlantic’s new hotel and flight combination. Virgin Booking is our response and “Easier Than Staying Home” is our way of promoting the new product. All together, this campaign launches Virgin Atlantic’s new product with clarity and simplicity, playfulness, and ease.



# Easier Than Staying Home

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## The Top 5 Worst Chores



# Easier Than Staying Home

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# Easier Than Staying Home

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# Easier Than Staying Home

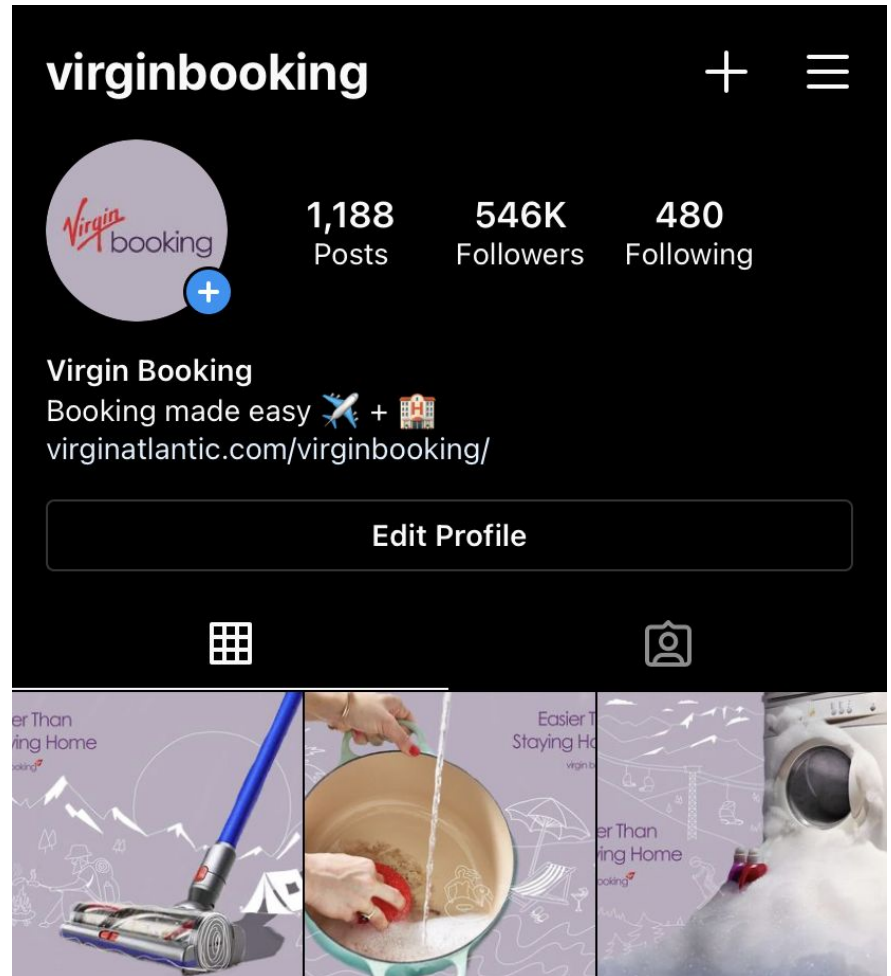
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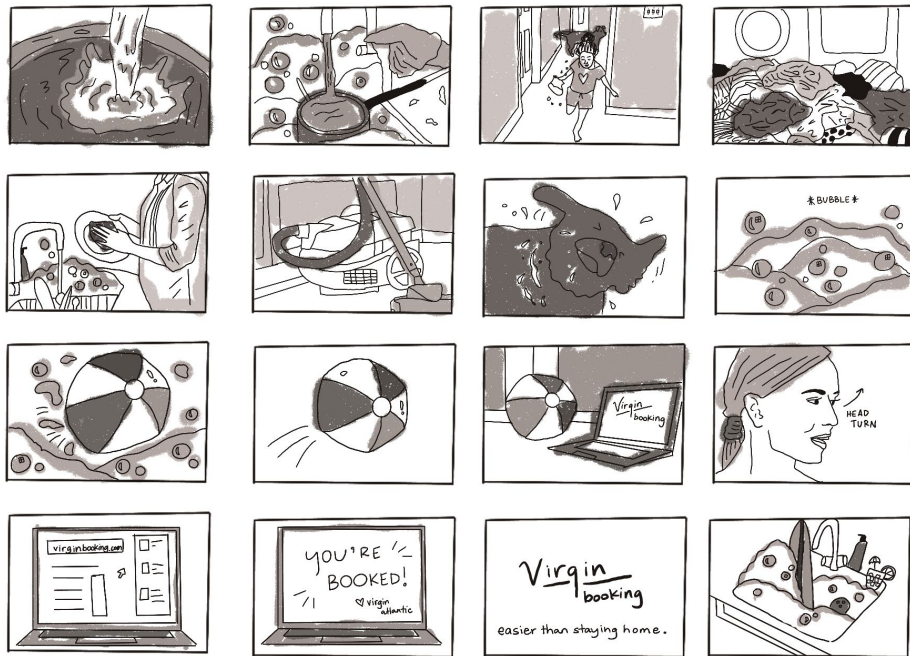


Since Virgin Booking is a new sub-brand, social media accounts are necessary to establish a brand presence with our target audience. The static ads will be placed as paid promotion on both Instagram and Facebook.

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*social media*



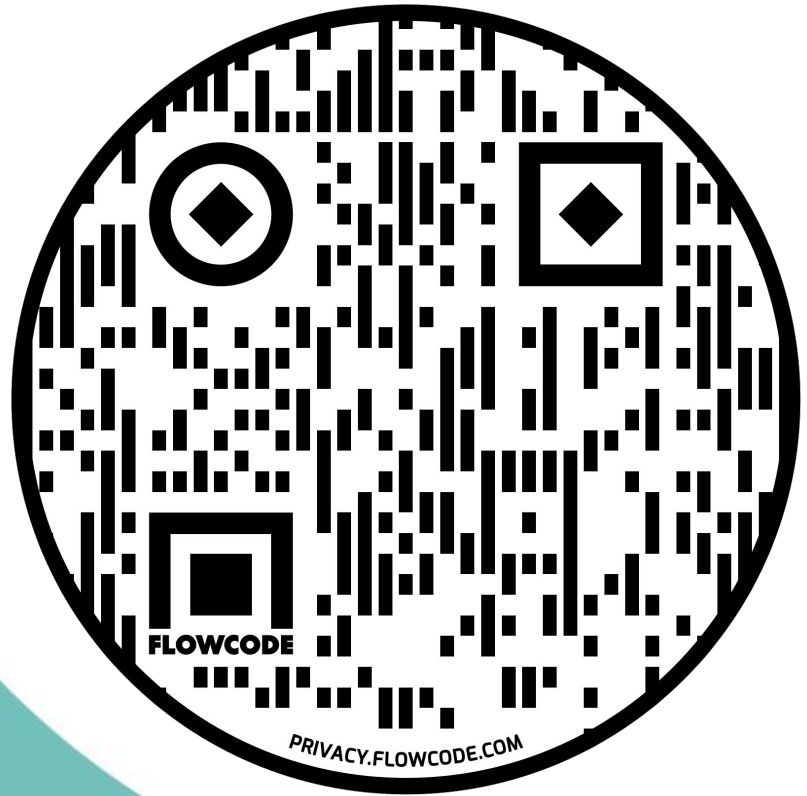


first extension | digital spot

# second extension

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*interactive quiz*





Stickers with Virgin Booking's slogan and a QR code linked to the interactive quiz will be strategically place on cleaning aisles in grocery stores. This further reinforces the connection between the quiz and the larger campaign. It also encourages engagement away from the internet.



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*interactive quiz*



## *behind the creative*

### static ads

The static ads beautifully and playfully represent the campaign. The mixed media style works well with Virgin Atlantic's brand, and each ad communicates the fun of vacation, the complexity of home life, and the easiness of booking through Virgin Booking. The three ads work together to create a larger narrative. Rather than using out-of-home media or a magazine, we chose to keep the static ads on social media. This is for the sake of quickly establishing the brand with the target audience.

### digital spot

The digital spot is a visual summary of the entire campaign. It highlights the difficulty of everyday home life and the easiness of booking a vacation through Virgin Booking. Like the static ads, it will be placed on social media and other digital platforms. This is a more direct and effective way of reaching the target audience.

### interactive quiz

The interactive quiz is a fun way to encourage brand interaction and promote the product. It connects to the larger campaign with its questions and results. Additionally, at the end of the quiz there is a direct link to Virgin Atlantic's flight booking page. This will facilitate spontaneity and leave a lasting impression on the target audience.

### social media

Whether passively scrolling or live-streaming every moment, our target audience uses social media for hours each day. Because it consumes so much time and directs modern culture, social media is the best place to launch a campaign for a new product. We want to create a lot of brand awareness quickly, and this is done through strategic social media usage. Social media ties every aspect of this campaign together. By initially focusing largely on social and digital media, the campaign will have great reach and awareness.



*thank you*