



British Airways at Taste of London 2008

Brief

British Airways wanted to become part of a 'British Summer Season' event and to associate themselves with brilliant food and drink. In sponsoring Taste of London, British Airways objectives were:

1. To demonstrate British Airways' commitment to delivering outstanding food on board their flights ultimately dispelling the myth that airline food is unpalatable.
2. Promote BA's culinary council (a collection of world class chefs and sommeliers who create onboard menus).
3. Reward and recognise loyal BA customers in a personal way and so support the customer loyalty programme
4. To extend this brand experience to potential new and food loving customers and collect visitor data.
5. To closely align themselves with a brand that represents the finest chefs and restaurants in the UK

Approach

We believed it was important for BA to 'own' the Taste of London experience which represented not just great food and wine but also the wider feel good factor of a celebration of summer and the traditions of a big community picnic or village fete. A variety of elements within the event were created to address specific objectives. The themes bringing these elements together were (i) accessibility of the brand and (ii) promotion of the high levels of service and food and wine quality valued by the airline.

Work

BA became Title Sponsor of Taste of London. Creative solutions were designed to engage both new and existing consumers and extend the BA brand experience outside of the normal touch points. British Airways took ownership of different areas of the show;

BA Country Garden

An impressive country garden feature was created in the Central Band Stand area which offered a space where visitors could sit back and relax in a lovely garden surround. An idea based around the principle of 'touches of brilliance' was conceived that involved BA ambassadors spontaneously offering complimentary treats and personal touches such as handmade chocolates, champagne, hot and cold towels and hand lotion to visitors relaxing in the feature.

British Airways VIP Club Lounge

The Taste of London VIP ticket holders lounge with BA providing complimentary canapés to all VIP guests. This feature reflected the style, excellent service, comfort and luxury found in any British Airways Club Executive Lounge.

'BA Culinary Council' presentations within the Chefs Theatre

A chef from the BA Culinary Council held a cooking demonstration and educational workshop illustrating the quality of the ingredients used in BA's onboard food and explained the physiology of what happens to the palate when flying at altitude and how this affects the dishes and wines chosen.

British Airways 'Blind Tasting' competition area was created to encourage sampling of food and collection of valuable visitor data through offering flights to New York.

'British Airways Ambassadors' - 30 British Airways ambassadors dressed as airline stewards/stewardesses. These Ambassadors created special moments for visitors by offering complimentary glasses of champagne at random times throughout the days of the show.

Proposition to BA customers:

An integral part of the sponsorship package, was 'tailor made' exclusive experiences for three levels of British Airways Frequent Flyer customers.

- 1) VVIPs (Top BA customers) were given a totally private enclosure where they met all of the top chefs personally
- 2) VIPs who were invited to the events opening gala night and other VIP evenings
- 3) Club Class customers who were given a BA VIP upgrade offer – buy a premium ticket and be upgraded to VIP



Outcomes

- As title sponsor BA featured in the £3 million pre show marketing campaign
- 76% of visitors spontaneously identified BA as the Title Sponsor
- 45,000 visitors experienced some element of the BA experience at show
- Added 12,000 names to their database
- Generated massive PR specifically for BA's Culinary Council
- Received excellent feedback from visitors

- Helped shape BA's communications strategy in terms of the use of brand ambassadors to extending the onboard customer service message 'offboard'
- BA sponsorship was fully supported and endorsed by the Chairman and Chief Executive of BA, both of whom attended the event

