

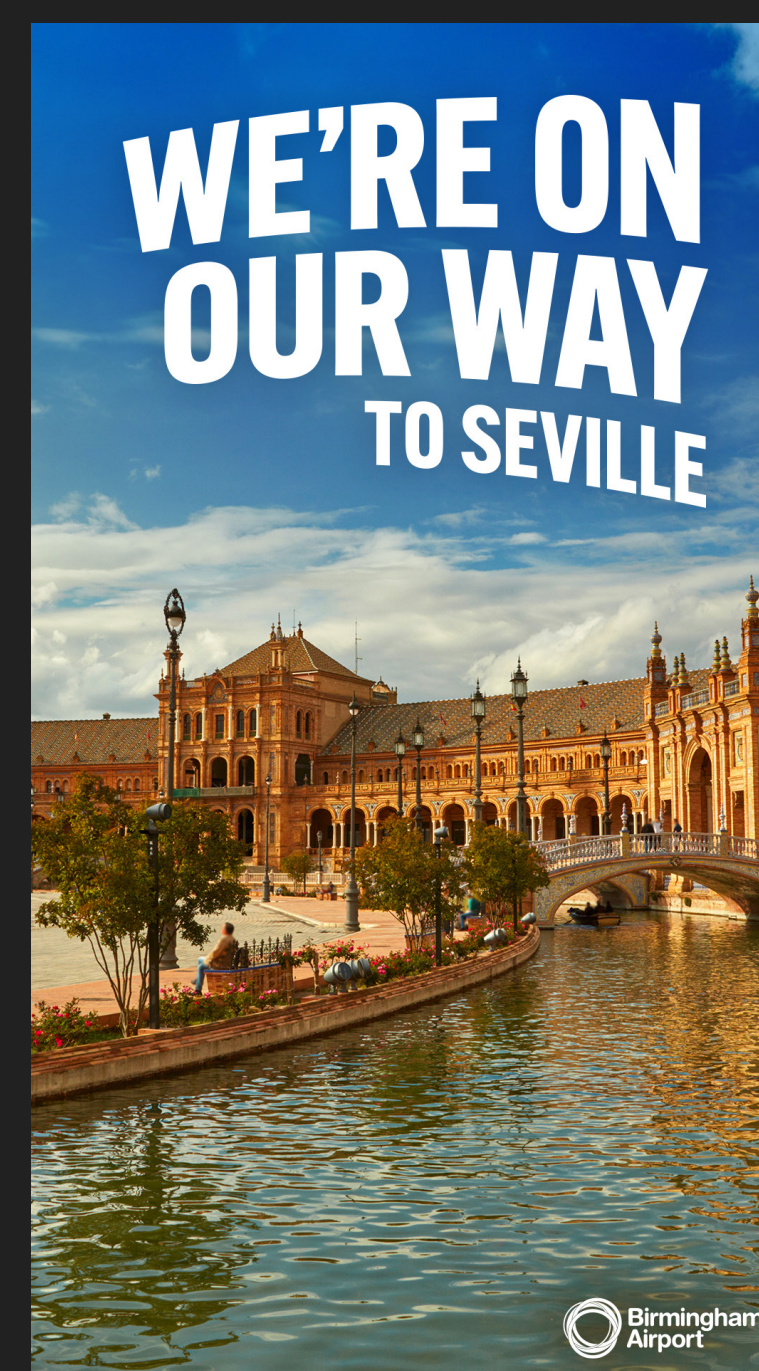
WE'RE ON OUR WAY

A diverse group of travelers, including a young couple, a woman with a stroller, a young woman with a backpack, an older woman, and an older man, are walking through a modern airport terminal. They are carrying luggage and looking in various directions. The terminal has a high ceiling with a grid of lights and large glass windows. Gate signs for 43, 44, 45, and 46 are visible in the background. The overall atmosphere is busy and welcoming.

Birmingham Airport 'We're on our way!'
Brand campaign

Turning Birmingham Airport into the
first destination on people's holidays?
That's emotional intelligence at work.

**Birmingham Airport
needed to capture market
share from competitor
airports by strengthening
its brand and attracting
more customers.**

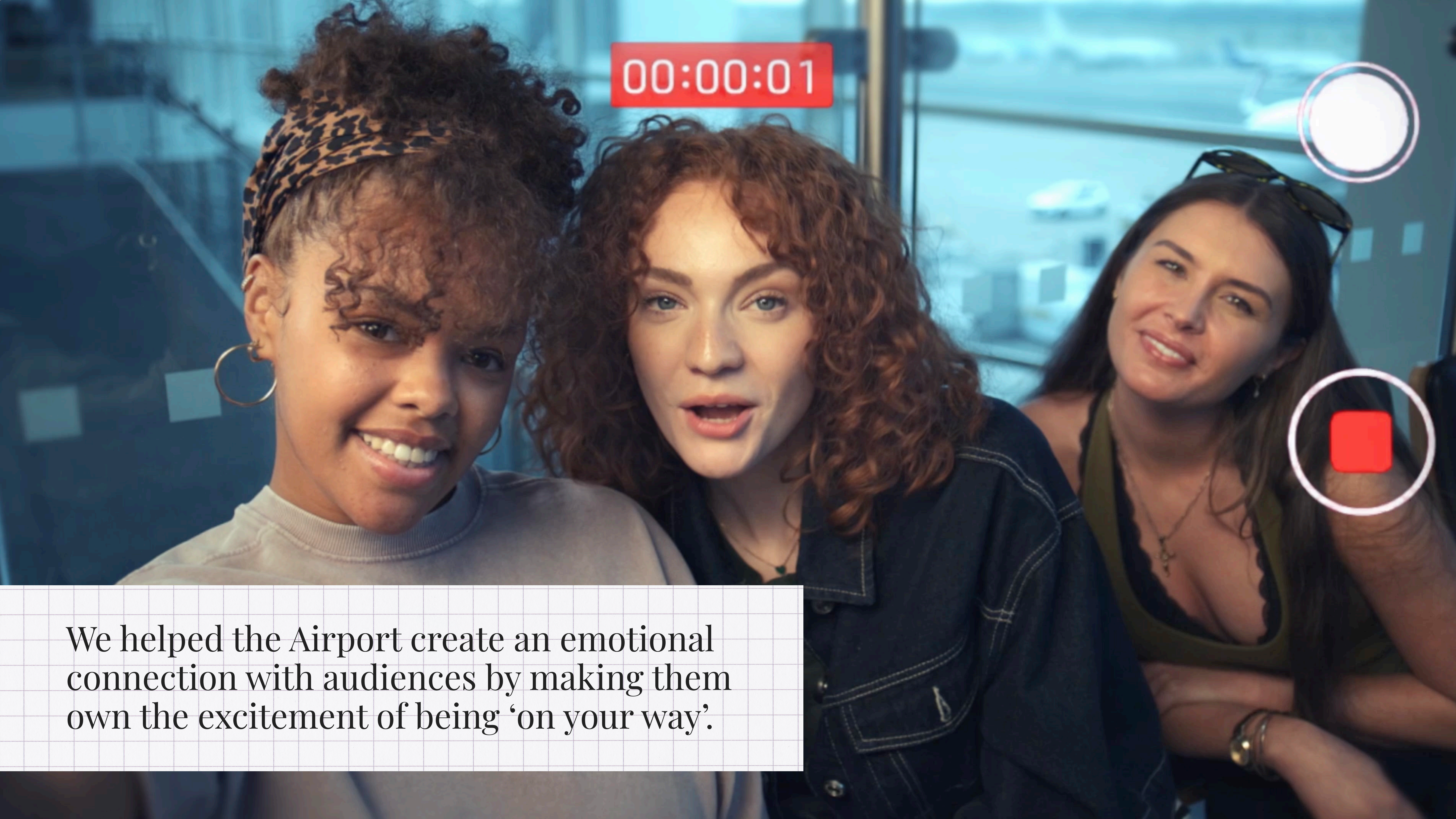


Using the digital tools at our disposal, including YouGov and SimilarWeb, we discerned where our target audiences resided. We devised 'battleground' areas, where we could actively divert demand from nearby airports by leveraging routes, frequency and ease of access.



Using emotional intelligence

We realised that the thrill of travel starts at the airport. You're leaving real life behind, anticipating an adventure, the unmatched sense that anything could happen... Which wasn't being owned by competitors, who always use the borrowed interest of destinations.



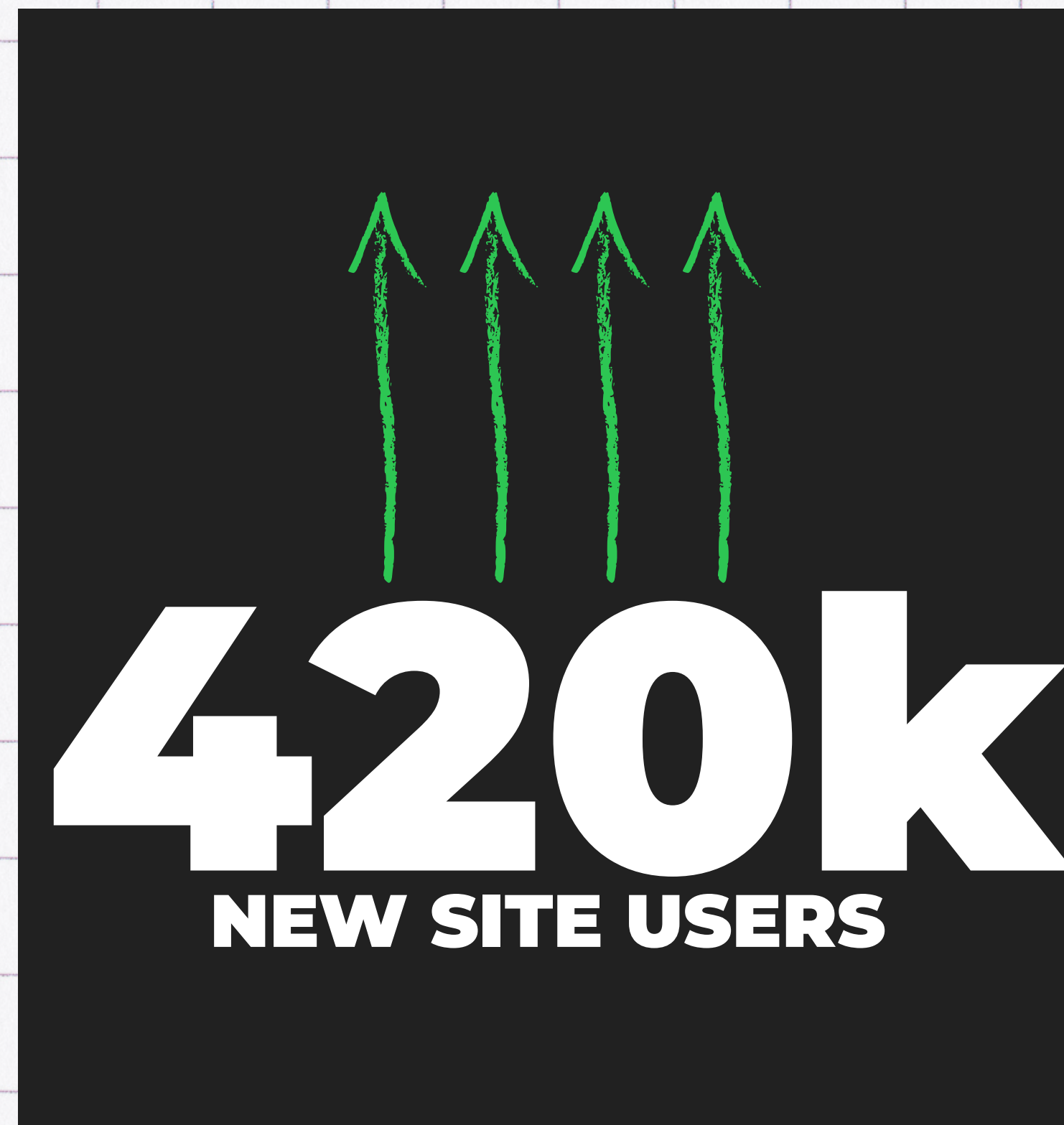
We helped the Airport create an emotional connection with audiences by making them own the excitement of being ‘on your way’.

How?

By developing a multi-channel campaign targeted to key battleground regions with a 'fight where we can win' approach, which gave us brilliant results...



Ad awareness increase of 4.6%
(from 1.84% pre-campaign)



420k new users to the site



Over 80.6k 'Book now' clicks

RBH

CREATIVE
COMMUNICATIONS