

Let's flybe

Edinburgh| 

GO!

Countdown to
take-off

07

days to go

Let's flybe

Belfast| 

GO!

Countdown to
take-off

14

days to go

Let's get to
know each
other



Let's go
places

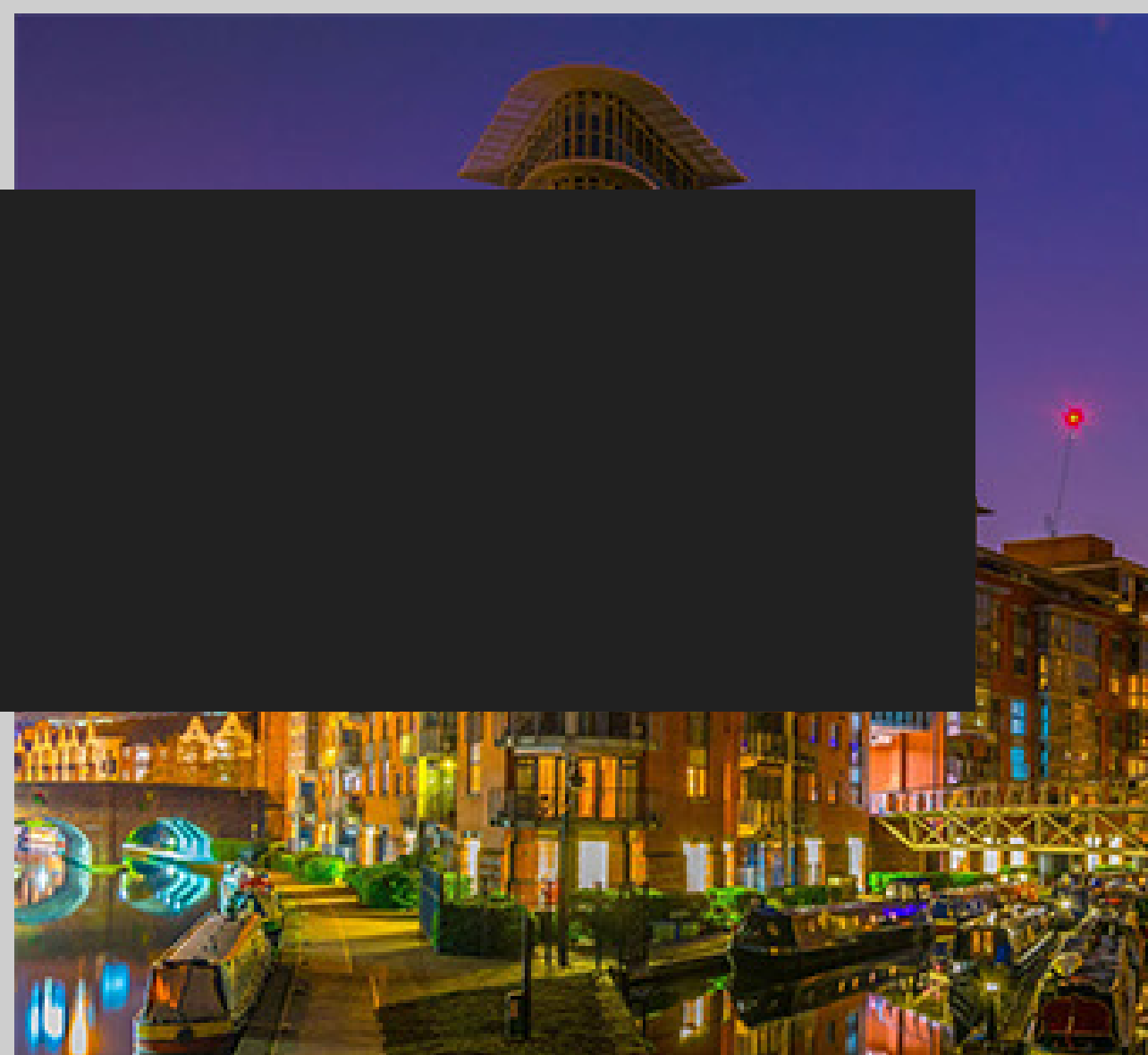
Let's flybe

Let's
see more of
the people
we love



flybe: 'Let's flybe'
Brand relaunch

Let's go on
work trips



welcome
on board

Countdown to
take-off

02

days to go

BOOK NOW

Let's flybe

Creating a campaign that turned
a brand into a verb?

Using emotional intelligence
always takes you further.



flybe wanted to partner with
a full-service agency to manage its
relaunch across the UK and Europe.



This was the first UK airline to launch after a global pandemic.



It needed to appeal to younger audiences – while retaining its previous strong relationship with older generations – and build awareness as a leader in short-haul travel. We worked to make ‘Let’s flybe’ represent everything the revived brand was about – accessible pricing, frequent flights and a strong local presence.



Using emotional intelligence

Through research conducted using our data tools as well as our own human understanding, we saw that new flybe's audience ("the Flybe generation") was on the move, living life to the full, no longer curtailed by Covid. So, we positioned flybe as a doing word, an airline that actively enabled people to go on adventures: Let's flybe.



Content strategy
& creation for
owned social
channels & eCRM



Regional and national
press coverage

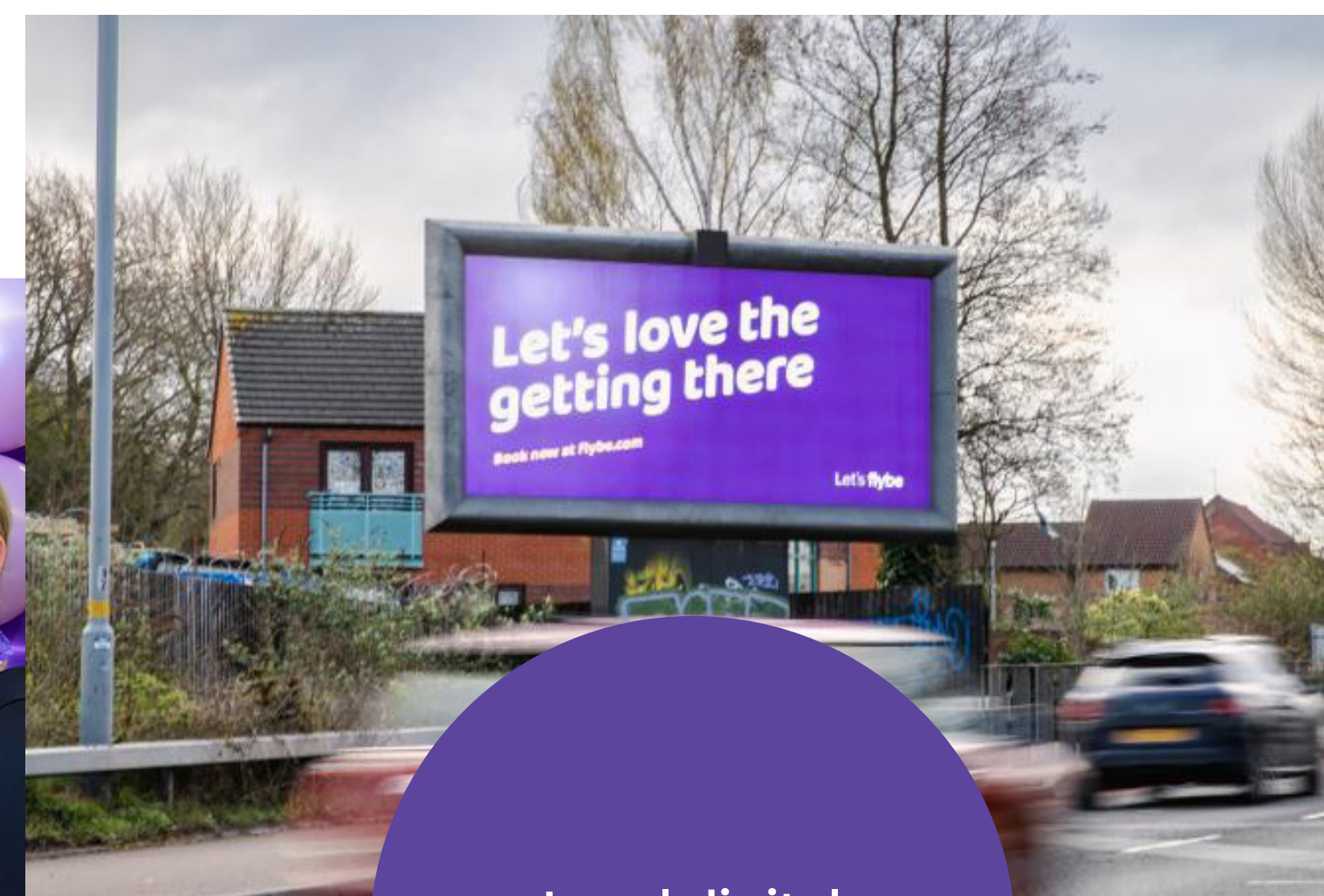


Stunts



We used a **fully integrated marketing plan and strategy** across traditional media, digital, social and PR, plus high-impact creative to raise brand awareness and drive sales.

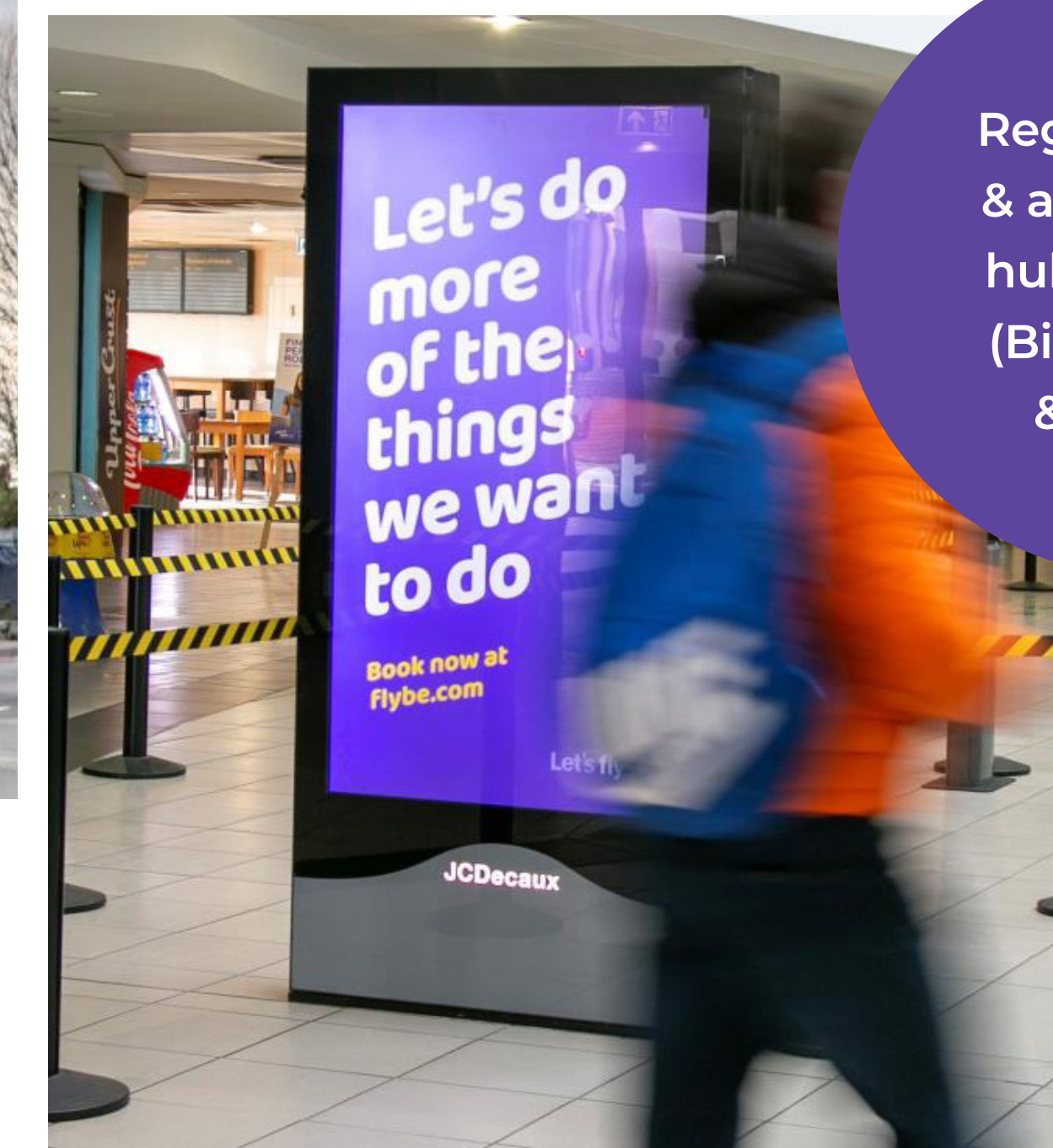
Strategy for digital
media – Search & PPC



Local digital
partnerships



Regional OOH
& audio in key
hub locations
(Birmingham
& Belfast)



Within two days of launch, flybe.com saw over 100,000 unique users on site, with most ticket sales from consumers aged 25-34.



“The hours and months in driving the creativity in support of our new brand were outstanding.”

–John C Jackson, CXO



RBH

CREATIVE
COMMUNICATIONS