

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.





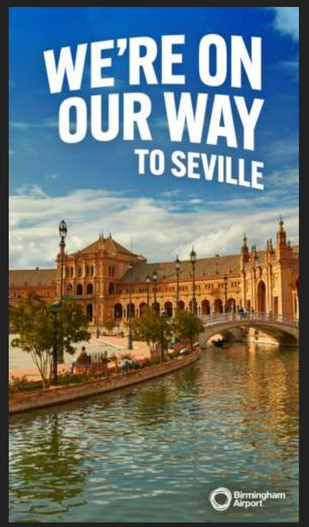










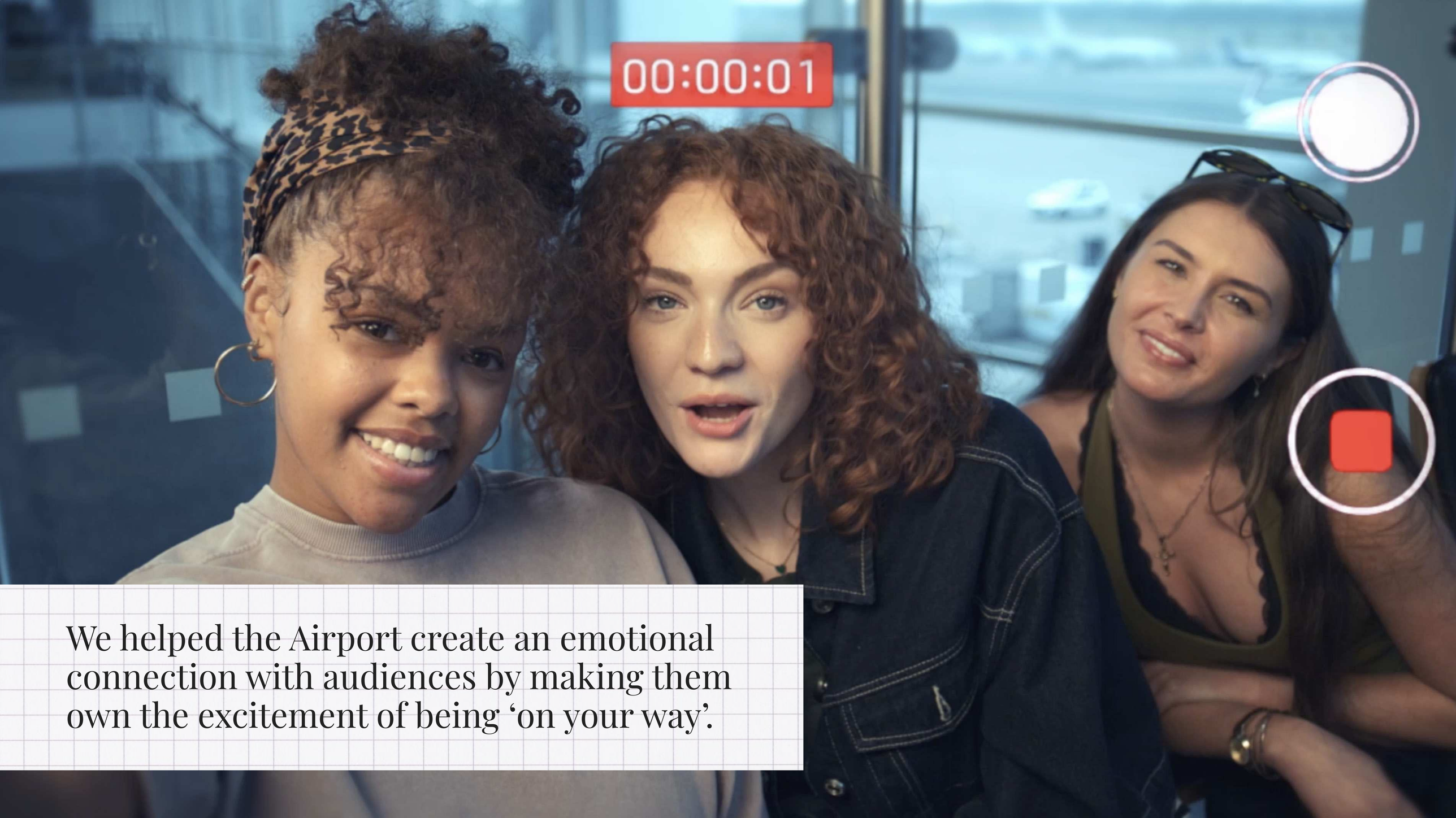


Using the digital tools at our disposal, including YouGov and SimilarWeb, we discerned where our target audiences resided. We devised 'battleground' areas, where we could actively divert demand from nearby airports by leveraging routes, frequency and ease of access.



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.



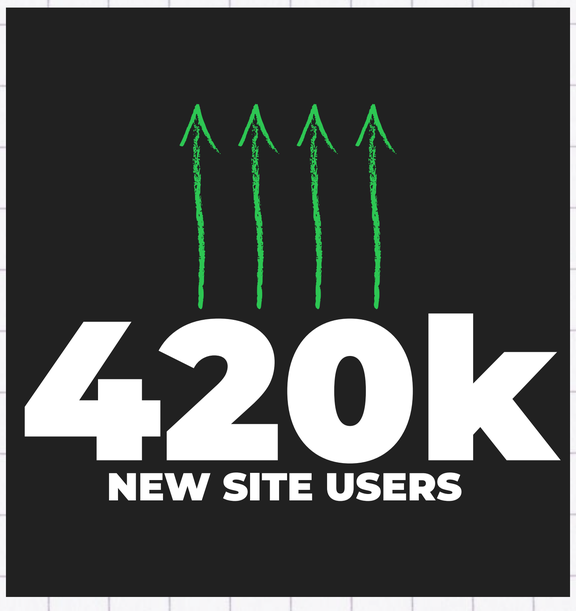
We helped the Airport create an emotional connection with audiences by making them own the excitement of being ‘on your way’.

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