

YAHOO!

BRITISH AIRWAYS

British Airways awareness soars

British Airways brand awareness was lifted by 39% with the unveiling of a media-first 'Page Peel' on the Yahoo! Homepage. The refreshing creative engaged users and successfully boosted the perception of British Airways as a competitive shorthaul airline.

Campaign Objectives

- To reposition British Airways as a true price competitor to no-frills airline carriers in the shorthaul market
- To substantiate the value of flying with British Airways
- To drive awareness and sales of British Airways, promotional offers to specific European destinations

Campaign Solutions

- To utilise the Yahoo! Homepage for delivering high reach in a short period of time
- To engage Yahoo! users through an impactful media-first event coined the 'Page Peel'
- To create intrigue through teaser and post page peel activity throughout Yahoo!

Campaign Results

- There was a 39% lift for prompted awareness and a 9% lift for spontaneous awareness of British Airways on Yahoo!
- The campaign boosted users perceptions of British Airways as being 'reliable' by 12% and a 'good starting point for price check' by 27%
- 80% of respondents rated the 'Page Peel' as 'innovative' and 62% 'refreshing'

Campaign Summary

- The campaign succeeded in communicating the message that European flyers can benefit from British Airways advantages whilst paying a minimum price for their travel
- British Airways awareness on Yahoo! was lifted by 39%
- The success of this campaign was attributed to the unobtrusive and interactive nature of the creative

"The execution demonstrated how digital marketing could be integrated into a larger through-the-line communications strategy by leveraging the impact, flexibility and accountability of the online medium." David Shell, AMD, ittraffic



Campaign booked by ittraffic

David Shell, AMD, ittraffic



By leveraging the mass reach of Yahoo! we were able to generate awareness about British Airways new European fare structure.

This provided users with additional information about the proposition and ultimately the ability to book flights, thereby driving incremental revenue.



Sources: Yahoo! Internal Research