

EXAMPLE ENTRY FROM 2020 AWARDS

Made by Britain

By CEDAR for BRITISH AIRWAYS

Category: Content Marketing (Gold Winner)

Brief

The world of travel has changed beyond recognition since British Airways launched the first passenger flight 100 years ago. The British flag carrier now connects Great Britain with more than 200 destinations in 75 countries, carrying us on 45 million journeys every year. 100 years in the sky is a time for celebration. And yet, in the year BA wanted to mark this epic moment with brand-boosting fanfare, it faced an unprecedented challenge. In the wake of Brexit, BA's core audience of premium British travellers had never been less hopeful or more divided about Brand Britain. The airline's two core attributes – its Britishness and its global connections – were locked in a stark tension. Our challenge was to boost the BA brand and engage bigger audiences in a new celebration of Britain. What would success look like? 1. A significant growth in owned media audiences. 2. Increased engagement and positive sentiment from that audience. 3. Higher advocacy and retention among those engaging with BA's owned media portfolio. 4. A direct positive impact on BA – boosting both the brand and sales.

Rationale

Insight showed us that despite Brexit, our customers were hungry to celebrate a new era for Britishness. The big content marketing idea? Made By Britain. A powerful content platform enabling British Airways to lead the way in celebrating the best of Britain in 2019 and beyond. Bold and authentic, the platform would showcase Britain's creativity and innovation, through the ingenuity of its people. Our content response was to plan and create a suite of up-to-the-minute, inspiring and targeted content across print, social, video and email, while also engineering new in-journey experiences. To ensure we integrated our content approach with BA's longer-term plans, we mapped an annual plan for 10 owned channels spanning the full customer journey. Content featured in over 67 million emails, from the Executive Club loyalty newsletter reaching 6 million customers to hyper personalised content served based on past flying behaviour. To inspire travel and celebrate Britain, we poster-wrapped an entire side of Twickenham stadium, and pioneered new digital customer journeys to inspire future bookings. We recruited Made By Britain ambassadors to extend the above-the-line brand campaign, representing an up-to-the-moment cross-section of contemporary Britain. Omnichannel content featured Phoebe Waller-Bridge before the Fleabag finale, David Attenborough's plea for the protection of British nature, and Tom Kerridge's love of British food through his new on-board menu. We transformed a BA lounge into an Alice Temperley fashion experience, brought London's Kingdom choir onto the onboard entertainment and commissioned street artist Ben Eine to design artwork shouting 'Celebrate' from the cover of First magazine. The calendar culminated in a 'British takeover' in August, with special editions of The Club email content, in-lounge experiential zones, a curated BA100 hub on ba.com, and High Life, Business Life and First magazines.

Constraints

BA's reputation: The airline has faced repeated bad press in 2019, from pilot strikes to technical glitches, creating customer frustration and disenchantment. Brand Britain: Promoting positivity around Britishness in the year that Britain was set to leave the EU. Timescales: Though our planning process looked forward to 10 month's worth of activity, we had to work to tight deadlines with our talent videos – scripting, storyboarding, setting up, shooting, editing and publishing content in just 9 days. Cross-agency working: Working collaboratively with BA's above-the-line agency to ensure our content proposition ladder up to its creative whilst achieving standout.

Budget

With a fraction of the budget attributed to BA's above-the-line agency, we had to plan, create and deliver content at a massive scale across 10 channels. Budget for social: £50,000 in content creation costs. Budget for other content: Cost neutral, as our owned media portfolio is self-funded.

Results

We grew and engaged the audience: The BA100 content hub attracted 916k site visits in the campaign period. The Made By Britain August takeover of The Club saw a 26% increase year-on-year in visits, with a massive 80% increase year-on-year in monthly page views. We achieved strong, positive sentiment: Social results showed 93% positive sentiment during the campaign period, with our Tom Kerridge video alone achieving an engagement rate of 17.2% on Facebook – a staggering 10.9 percentage points higher than the average video engagement rate on the platform. We promoted advocacy and consideration. Loyal BA passengers that have read Cedar's content have a Net Promoter Score 14 points higher than those who haven't. BA travellers who read Cedar's content are more likely than non-reading BA travellers to agree that 'BA is the airline I would consider above all others' (+9 percentage points). We drove premiumisation of the BA brand: Hall & Partners research shows that BA travellers who read Cedar's content are more likely than non-reading BA travellers to agree that: BA is an airline I trust (+9 percentage points); BA is a respected company (+8 percentage points); BA is worth paying more for (+9 percentage points). And finally, we delivered business results: A massive 65% of visitors to the Made By Britain content hub went on to search for a flight on ba.com, and content from The Club achieved £410k in direct revenue – a 17% increase year-on-year. Sources: Infegy, Google Analytics, IAS, Dynata AEROLab, Hall & Partners