

Virgin America

Problem

How does an airline company showcase its memorable in-flight experience in a competitive market?

Solution

Produce an OOH campaign that allows viewers to interact with the medium by taking a virtual tour of the onboard experience that only Virgin America offers.

Background

Virgin America's proprietary brand study has shown that travelers who fly Virgin America develop great affinity for the brand, and will choose Virgin America again (and again). This affinity centers on Virgin America's unique, memorable in-flight experience, which is consistent across every plane. Put simply, Virgin America's in-air experience is truly a brand differentiator.

The team wanted to find an innovative way to build awareness and interest in Virgin America's exceptional and consistent customer experience. Our task was to create a campaign that would bring the brand's in-flight differentiators to life in a way that only Virgin America could pull off.

Objective

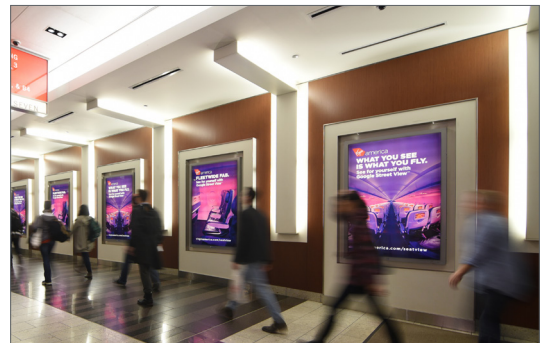
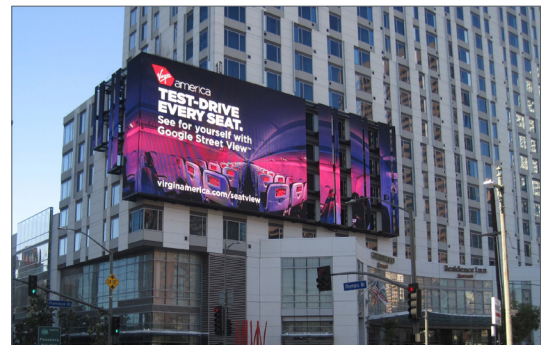
The target audience of the campaign was centered on entrepreneurial-minded business travelers who are tech obsessed, innovation-centric junkies. Harnessing their fascination with technology, Virgin America partnered with Google Street View™ to provide a 360-degree virtual tour of an authentic cabin. The campaign called it Virgin America Seat View, an interactive OOH campaign that allows viewers to move down the aisle of our Airbus A320 to take in the unique, onboard experience that only Virgin America offers. This tour showed the aircraft row by row, seat by seat, without any retouching; what you see is what you get.

To add impact, the team created interactive high-impact digital units, using Google Street View Image API, for users to experience the Virgin America cabin without leaving the site they were enjoying. And to round out the campaign, the campaign layered programmatic display units and used its owned social outreach to drive traffic to VirginAmerica.com/SeatView. Digital was easy, but recreating this in OOH proved to be a much greater challenge — as no advertiser had never done anything like it before.

Strategy

The team targeted key commerce hubs within Virgin America's core tech obsessed markets (SF, NYC, LA, Dallas, DC, and Chicago). To create an immersive experience that best showcased Virgin America Seat View through OOH, the team devised a mixture of placement options. For example:

In San Francisco, the campaign turned ten bus shelters into fully functional interactive experiences. Walking up to them, a



person could simply touch a glowing button that read “Tap to explore.” The screen transported the user inside the posh cabin of Virgin America. Two hand icons appeared with further cues that gave the option to use one finger to tap and zoom in, or two fingers to swipe and pan. These simple hand motions allowed users to move down the aisle of the plane and take in a 360-degree view of whatever they wanted to see on board.

In New York, the campaign tapped into the digital cube across from the Port Authority to target commuters heading into Midtown. The high-impact placement showcased Virgin America Seat View in the form of 15-second video. A similar execution was showcased in downtown Los Angeles, via a four-story digital board 40x92 on Olympic Boulevard, right across from the famed L.A. Live — an entertainment center adjacent to the Staples Center and LA Convention Center.

For markets lacking interactive and full-motion placements, the campaign built a still gallery of the Virgin America in-flight experience. Placements included high-impact wallscales and prominent bulletins in downtown areas and business districts to target tech-obsessed business travelers. Images of our cabin shots from the Virgin America Seat View experience were shown with headlines — “What You See Is What You Fly” and “Fleetwide Fab” - showcasing the unique in-flight experience. Creative included a URL to Virgin America Seat View, inviting viewers to explore.

Across all markets, the campaign also employed tactics to help increase daily exposure; this included transit placements, kiosks, and bulletins along key freeway arteries between city centers and nearby airports.

Plan Details

Markets: San Francisco, Los Angeles, New York City, Dallas, Chicago, and Washington, D.C.

Flight Dates: October 2015 - December 2015

OOH Formats Used: Interactive: interactive bus shelters - Full-motion: digital cube, video bulletins - Large format: wallscales - Standard: digital and printed bulletins - Street Furniture: digital urban panels, digital transit shelters, printed kiosks and digital elevator screens/lobbies

Target Audience: Entrepreneurial-minded business travelers who are tech-obsessed, innovation-centric junkies

Budget: OOH was the primary awareness vehicle in the campaign, given its ability to deliver high-impact, in-market opportunities in very specific areas where our tech-obsessed target would be. It allowed the campaign to use marquee presence in core route markets.

OOH: \$1.5M

Digital (across all Virgin America origin markets): \$1M

Results

The campaign amassed over 247M OOH impressions and accounted for over 200M paid digital impressions. Despite being active in six U.S. markets, the news of this unique campaign went global - with coverage from France to England to Russia —generating another 10M media impressions.

In addition to amazing awareness generated primarily through OOH, Virgin America experienced a 15% spike in site traffic that impacted ticket sales and bookings during the campaign time frame.

