

Ballymore

Objective

- To drive awareness and investment across Ballymore's property portfolio.
- Targeting British Airways customers travelling to the UK specifically from North America and South East Asia.

Results

- Within 2 weeks of the campaign starting, Ballymore were able to identify a British Airways customer who invested £450,000 as a direct consequence of the Boarding Pass campaign.

Solution

- Using the opportunity offered by Boarding Passes to engage directly with the identified audience segments over a 2 month period.
- Full page in High Life magazine over the same period to amplify reach and engagement.



Boarding Pass



Onboard - High Life magazine