

HSBC

Objective

- To place the HSBC brand in front of British Airways customers in an entertaining approach.
- To engage with people when they are relaxed and enjoying their flight.
- To complement HSBC's existing airport activity.

Solution

- Secure a combination of the most premium spots available on BA's Inflight Entertainment System (first and last spot).
- HSBC have used a variety of creative executions to keep their messaging fresh and engaging.
- Accompany the IFE campaign with brochures in high footfall lounges.



**Brochure Placement – LHR T5
Club South Lounge**

Results

- HSBC have used the BA IFE system as a vehicle for their TV campaigns since 2013.
- Over the past 24 months the number of BA customers who have an HSBC account has increased by over 30,000*.
- BA customers are 54% more likely to have an account with HSBC*.



**High Life Entertainment – 60” spot
before New Movie Releases**