

Hyundai

Objective

- To increase the consideration of Hyundai cars amongst British Airways customers.
- To create an engaging and wide-reaching campaign that puts their brand consistently in front of this audience.

Solution

- Concentrate on British Airways' award winning portfolio of in-flight magazines to guarantee maximum reach and recall.
- Secure premium sites within High Life and Business Life to position themselves as a key brand.
- Hyundai also ran a short burst of activity on our in-flight entertainment platform within the Movie channel.

Results

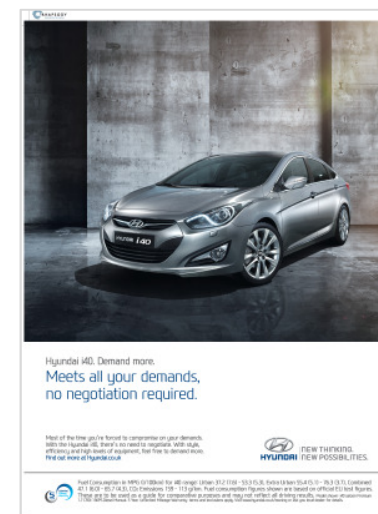
- Hyundai have been using British Airways platforms as part of their advertising campaigns for the past 4 years.
- During that period there has been an increase of 69% in terms of British Airways customers who own a Hyundai*.
- Over that same period there has been an increase of 41% in terms of British Airways customers who would consider a Hyundai for their next car*.



Onboard – High Life



IFE – Movies



Onboard – Business Life

*Source: IPSOS Affluent Survey Europe 2015