

Sunseeker

Objective

- To showcase the Sunseeker range of luxury yachts to British Airways' most affluent customers.
- To inspire and build brand awareness in a contextual environment.

Solution

- Strategically target the Gold Executive Club members and customers travelling in a British Airways First cabin.
- A beautifully crafted and designed Sunseeker brochure placed in First & Concorde lounges at LHR T5 and Gatwick.
- Positioned at strategic points in these lounges over a 3 month period to maximise engagement.



In Lounge – Customer engagement

Results

- Customer engagement proved to be high and the maximum number of brochures allowed in these spaces were exhausted.
- We received strong customer feedback regarding the quality of the brochure and the ease of access to it.
- Sunseeker were highly satisfied with the overall level of engagement and customer feedback and secured the activity for a further nine month period.



In Lounge – Brochure Placement