

JCDecaux

# CASE STUDIES

# CAMPAIGN OVERVIEW



## Campaign objectives

- To raise awareness of British Airways' new summer routes
- To increase consideration of British Airways
- To demonstrate the effectiveness of Heathrow Iconic Sites for driving activation

## JCDecaux media used

- T5 Towers

## Campaign live

- March 2019

# JCDECAUX CAMPAIGN DELIVERABLES

## Activation:

- British Airways experienced an overall uplift of **+8%** on bookings for the new routes, with some destinations such as Pittsburgh seeing a **+22%** uplift, compared to the six months prior
- Bookings to Charleston, USA experienced uplift of **+57%** after the campaign had ended, demonstrating how British Airways' message was delivered at the perfect time for our passengers to consider the brand, and ultimately be driven to act on their return from their travels

**75%** of Heathrow passengers say that they're thinking about a **future trip** whilst at the airport

