

Virgin Atlantic begins new brand platform and advertising campaign

- A Monitor Desk Report

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Virgin Atlantic launched a new brand and advertising campaign – the first in more than two years since the Covid-19 pandemic hit.

The campaign was created with newly appointed advertising agency Lucky Generals and introduces the end line “See the world differently”. The line draws on the airline’s heritage of challenging the status quo – as well as recognising that the travel industry is entering an exciting new era, after the disruption brought on by the pandemic.

The campaign will champion the rich individuality of the airline’s people and customers, building on research showing that travellers find most airlines’ crew to

be impersonal in their service. In contrast, Virgin Atlantic crew are encouraged to be their true selves on board and on the ground. They don't follow a script and are seen to offer a more personal touch.

The hero of the campaign is a gloriously colourful 60-second TV ad which focuses on a group of charismatic characters, at an airport and on board a state of the art A350-1000 plane, set to the song "I am what I am": a track made famous by Gloria Gaynor but reinterpreted here by breakthrough Jazz/Soul artist Lady Blackbird.

There is also a print campaign made up of shots of Virgin Atlantic crew and customers, with lines championing their individuality. These include a confident businesswoman saying "I am my own captain", a family arriving for their holiday saying "A crew like no other" and a female Captain with the line "Born to fly".

Virgin Atlantic is committed to championing the individuality of its people on the ground and in the air. Frontline crew are known for their stylish grooming credentials and unlike at some airlines, already have freedom when it comes to choosing to wear make-up, as well as offering female crew the choice to wear trousers and flats, as well as skirts and heels.

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