

London 2012 > Sponsor Case Studies

British Airways > Official Airline Partner



Snapshot

Rights Owner / Event > IOC/LOCOG London 2012 Olympics

Rights Holder / Industry > British Airways / Travel & Transport

Sponsorship Level / Category > Tier One / Official Airline Partner

Agencies > BBH, Being, Cake, IMG, Synergy, Zenith

Other/Previous Sponsorships > BAFTA, British & Irish Lions,
England Rugby, Natural History Museum, TasteLondon, Bond

Why did BA sponsor London 2012?

Frank van der Post, MD Brand & Customer Experience, says:

“It was a once-in-a-lifetime opportunity”

“As the national flag carrier, it's a shoe-in”

“An opportunity not to be missed since it is the biggest event in modern British sporting history and would capture national attention for five years”

BA's London 2012 background

An Olympic supporter at various times since 1948

+

Part of the 2012 bid team (organised petitions, flew team etc)

+

Feb 2008 signed £40-50m Tier One Official Airline Partner Deal

+

1 of 7 Tier 1 Partners: adidas, BMW, BP, BT, EDF & Lloyds TSB

+

BA's London 2012 deal is its biggest ever sponsorship

BA's London 2012 sponsorship objectives

Maximise Revenues

+

Build Morale & Pride

+

Reposition The Brand

BA says sponsoring London 2012 was 'an opportunity not to be missed since it is the biggest event in modern British sporting history and would capture national attention for five years'

London 2012 sponsorship rights

Tier One sponsorship provided an integrated package deal

+

Including marketing rights, BOA flights/travel, expertise, training

+

Use of Olympic rings, 2012 logo, tickets & volunteer scheme

+

Flies Team GB to training, Beijing 2008 & Vancouver 2010

+

BA also flies IOC members on inspection visits etc

BA leveraging rights with

Service elements: eg in-flight announcements & fleet livery etc

+

Director level 'personal pledge initiative' for London 2012

+

Internal employee 'self-improvement challenge' campaign

+

Relationship initiative with BA suppliers, partners & alliances

+

Integrated, multi-phase marketing campaign

BA 2012 activation campaign combines

BA's Core Service > Int'l Travel / Flights

+

BA's Brand Values > British/Professional/Thoughtful/Warm

+

Olympic Goal > Place sport at the service of man's harmonious development, promote a peaceful society concerned with the preservation of human dignity

+

London 2012 Focus > Youth Legacy

Activation leverages the following trends

Consumer Generation & Celebrity Ambassadors

+

Utility/Usefulness & CSR/Brand Cause

+

Integrated Multimedia/Multiphase Campaign

+

Longer Lasting / Campaign Stretch

+

Patriotic & Synergy

Phase One > Great Britons



Phase One > Great Britons

- › Campaign aims to address a strategic brand position around BA as the most British of Olympic sponsors
- › London 2012 partner BA launches its Olympic activation with a programme supporting young British talent
- › The airline has created a £500,000 fund to help talented young people achieve their dreams
- › The BA Great Britons programme will provide up to 180 free flights each year to help anyone over 16 years
- › To help support them to develop their talent in any field - including sport, music, film and more
- › Objective to demonstrate BA's support for British talent and encourage people to 'be the best they can be'
- › An integrated, multi-platform , participatory, long term campaign that fits with the morals/ideals of the games
- › Invites budding sport, fashion, community, art and design talent to apply for up to 180 free flights
- › Not limited to Olympic events/participants, flights given away every two months in build up to London 2012
- › Applicants asked to explain why free flights would help their quest to reach the top in their chosen field
- › Judges, inc Olympian Denise Lewis, selects 8 finalists per round & winners chosen by public via online vote
- › Judging criteria is based on key Olympic values such as hope, inspiration, fair play and friendship

Launch & Mechanics

- › February 2009 launch unveils newly named 'Sir Chris Hoy' plane
- › The Beijing cycling stars fronts campaign promotional ads/advertorials
- › 'BA helped me achieve my dreams and I hope this can do the same for today's UK's talent ,' Sir Chris Hoy
- › Print and online banners drive traffic to core site
- › Use motivational copy eg 'The search starts here' & 'British Airways wants to give you the chance to shine'
- › Dedicated site www.greatbritons.ba.com is hub of campaign
- › Central place for information, application (submit videos and pics)
- › Social media (Twitter / Facebook) updates and encourages dialogue
- › Advertorials in national papers focus on personal stories
- › Subsequent ads showcase finalists and encourages consumers vote
- › Winners unveiled via advertorials, social media and website activity



Figure 1

IN PICTURES Sir Clive's masterclass at the Times World Cup in Copenhagen the-guardian.co.uk/sport

Unflinching Hoy shrugs off pain to fly the flag

Journal of Management Education 32(10):1039-1050

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The first of these is the fact that the world is not a homogeneous entity. It is a complex of many different cultures, languages, and religions. This diversity is a source of strength, but it also presents challenges. We must learn to appreciate and understand the differences between us, rather than seeing them as barriers. The second challenge is the rapid pace of technological change. While technology has brought us many benefits, it has also created new problems, such as unemployment and environmental degradation. We must find ways to harness the power of technology for the good of all, rather than allowing it to divide us further. The third challenge is the growing inequality between rich and poor. This is not only a moral issue, but also an economic one. We must find ways to create jobs and opportunities for all, rather than allowing a small elite to hoard wealth and power. Finally, we must address the issue of climate change. This is a global problem that requires a global solution. We must work together to reduce our carbon footprint and protect the planet for future generations. These are the challenges we face, and they are daunting. But we are not alone. We have the power to make a difference, and we must use it wisely. We must work together, across borders and cultures, to create a better world for all. Only then can we truly say that we are living in a world of peace and harmony.

They've never got straight about another hole. Now I want to show Communist maps of the country, and how twisted

[illegible]

The following is an example of a letter from a parent to a teacher:

Dear Mr. Smith,

I am writing to you to express my appreciation for the excellent work your class has done in the past year. I have been very impressed by the progress your students have made, and I am sure that they will continue to do well in the future.

I am also writing to you to let you know that I have been thinking about the possibility of having my child join your class next year. I am sure that your class would be a great place for my child to learn and grow.

Thank you very much for your time and consideration. I look forward to hearing from you soon.

Sincerely,
 Mrs. Jones



NIAJIA seeks to
allay fears of
"Big Brother"
drug testing

1000

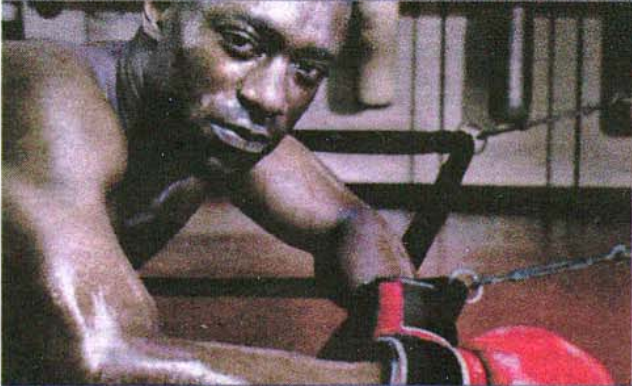
ing and the fact that the 1991-92 season was the first in which the United States was not a net importer of wheat. The 1992-93 season is the first during which the United States has been a net exporter of wheat. The 1993-94 season is the first in which the United States has been a net exporter of wheat for the second year in a row. The 1994-95 season is the first in which the United States has been a net exporter of wheat for the third year in a row. The 1995-96 season is the first in which the United States has been a net exporter of wheat for the fourth year in a row. The 1996-97 season is the first in which the United States has been a net exporter of wheat for the fifth year in a row. The 1997-98 season is the first in which the United States has been a net exporter of wheat for the sixth year in a row. The 1998-99 season is the first in which the United States has been a net exporter of wheat for the seventh year in a row. The 1999-00 season is the first in which the United States has been a net exporter of wheat for the eighth year in a row. The 2000-01 season is the first in which the United States has been a net exporter of wheat for the ninth year in a row. The 2001-02 season is the first in which the United States has been a net exporter of wheat for the tenth year in a row. The 2002-03 season is the first in which the United States has been a net exporter of wheat for the eleventh year in a row. The 2003-04 season is the first in which the United States has been a net exporter of wheat for the twelfth year in a row. The 2004-05 season is the first in which the United States has been a net exporter of wheat for the thirteenth year in a row. The 2005-06 season is the first in which the United States has been a net exporter of wheat for the fourteenth year in a row. The 2006-07 season is the first in which the United States has been a net exporter of wheat for the fifteenth year in a row. The 2007-08 season is the first in which the United States has been a net exporter of wheat for the sixteenth year in a row. The 2008-09 season is the first in which the United States has been a net exporter of wheat for the seventeenth year in a row. The 2009-10 season is the first in which the United States has been a net exporter of wheat for the eighteenth year in a row. The 2010-11 season is the first in which the United States has been a net exporter of wheat for the nineteenth year in a row. The 2011-12 season is the first in which the United States has been a net exporter of wheat for the twentieth year in a row. The 2012-13 season is the first in which the United States has been a net exporter of wheat for the twenty-first year in a row. The 2013-14 season is the first in which the United States has been a net exporter of wheat for the twenty-second year in a row. The 2014-15 season is the first in which the United States has been a net exporter of wheat for the twenty-third year in a row. The 2015-16 season is the first in which the United States has been a net exporter of wheat for the twenty-fourth year in a row. The 2016-17 season is the first in which the United States has been a net exporter of wheat for the twenty-fifth year in a row. The 2017-18 season is the first in which the United States has been a net exporter of wheat for the twenty-sixth year in a row. The 2018-19 season is the first in which the United States has been a net exporter of wheat for the twenty-seventh year in a row. The 2019-20 season is the first in which the United States has been a net exporter of wheat for the twenty-eighth year in a row. The 2020-21 season is the first in which the United States has been a net exporter of wheat for the twenty-ninth year in a row. The 2021-22 season is the first in which the United States has been a net exporter of wheat for the thirtieth year in a row.

THE SEARCH STARTS HERE
greatbritons.ba.com










Some passions can only be ignited in one place, but sometimes that place can seem out of reach. If you have determination and a burning desire to go somewhere you know will transform your career, we'd like to take you there.
greatbritons.ba.com





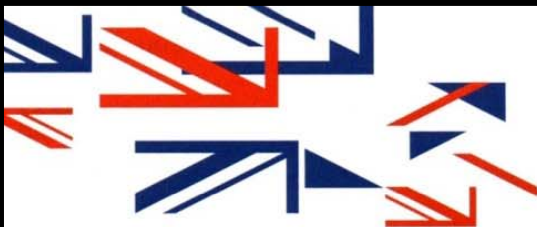


London 2012
proud airline partner

Your passion might be in Sport, Fashion, Art and Design, Innovation, Community or Performing Arts. The Great Britons programme could award you the flights to realise your dream.

greatbritons.ba.com

 BRITISH AIRWAYS



WINNING WAYS

Have you got what it takes to be the best? Trampoline star Laura Gallagher has and she's off to Montreal to learn from Canada's top Trampolinists

It goes without saying that sportspeople get injured from time to time, but Somerset Trampolinist Laura Gallagher, 21, suffered a crisis of confidence that proved to be more debilitating than any injury – and almost put an end to her Trampolining career.

Gallagher, who started Trampolining at her local club, High Flyers, at the age of 12, won the Under-19 World Championships in November 2007, but suffered a huge loss of confidence shortly afterwards – so much so that she was sometimes too scared to even get on the Trampoline. She was subsequently dropped from the national team and written off by many, but then she found a way to change her life and rediscover her competitive form.

"I spent an awful lot of time trying to find an answer as to why it happened and why it happened to me, but there was no answer," she says. "Once I accepted I wasn't going to find an answer, I could finally begin to look forward."

"I started by writing a plan by myself, then together with my coach, Sue Bramble. We both admit now that while writing this plan, neither of us actually thought I could achieve it! But you only succeed if you fight outside your comfort zone. Very slowly, the moves came back and the mistakes became less and less."

"This experience taught me so much about myself. I never had any self-belief or confidence and never once stopped

and patted myself on the back for my achievements, but now I feel so proud of myself for getting through it and for everything I have achieved in my life."

"My experience taught me that I am a strong and brave person to stick with it. It has also taught me to work hard and make the most of what I have now because it can so easily disappear. It has really helped my motivation to succeed in everything I do."

"This year, I am training really hard and am trying to get as much experience of competing as I possibly can. I won't hide away from the subject – I want to win a Gold Medal at the London 2012 Olympic Games and I think this is a realistic hope."

Gallagher has been given a massive boost by Great Britons, the programme run by British Airways to help talented people achieve their dreams by giving them flights to BA destinations all over the world. One of the winners of round seven, Gallagher will now be flown by BA to Montreal, where she will be able to train with some of the best Trampolinists in the world.

"Winning means I can get some much-needed experience training in a new environment. Canada has facilities that we don't have in the UK and there are many Trampolinists there who I look up to," she says. "I want to see how they train because it would be a huge learning experience."



Laura Gallagher (above) has rediscovered her winning form. (Above right) Great Britons judge and former Olympic Gold Medallist Denise Lewis

BRITISH AIRWAYS
GREAT BRITONS



SHOW US
YOU'RE
THE BEST
**GREAT BRITONS:
THE SEARCH
IS ON**

Are you a Great Briton? Are you determined, competitive and courageous enough to follow your dreams? If you have a burning desire to visit a place that could develop your talent, this could be your chance to get there. British Airways is looking for talented individuals and groups who epitomise the values of the Olympic and Paralympic Games and who strive to be the best – whatever their passion is. The Great Britons programme is open to every UK resident who needs support to develop their talent in their chosen field, from sport to performing arts and everything in between, provided they are aged 16 or over.

Winners, who will be picked all the way up to the London 2012 Olympic and Paralympic Games, receive up to 16 flights to any British Airways destination, as well as the use of BA's luxury Executive Club lounges. They also get a winner's pack, which includes a camcorder to record their incredible journey.

If you think you have what it takes to be a Great Briton, tell us your story at www.greatbritons.ba.com to be entered into round 8 of the programme

ADVERTISEMENT PROMOTION

Choose a deserving winner

These are the eight finalists for the latest stage of British Airways' Great Britons programme - now it's up to you to vote for a winner



YOU DON'T NEED TO BE A SPORTS FAN to know that the 2010 Olympic Winter Games took place in Vancouver, Canada, last month. Next up is Britain - The London 2012 Olympic and Paralympic Games kicks off on 27 July 2012 and will see 26 Olympic sports played by 10,500 athletes in 34 venues, and 20 Paralympic sports played by 4,200 athletes in 21 venues.

Inspired by this celebration of sporting excellence, British Airways, the official airline partner of the London 2012 Olympic Games, has launched its own search for home-grown excellence called Great Britons. Every UK citizen resident aged 16 and over who needs support to develop their talent in their chosen field can apply - and it's not just future sports stars they're after.

The judges are looking for talented individuals and groups who epitomise the values associated with the Olympic and Paralympic Games and who strive to be the best. Only those who can demonstrate that they are determined, competitive and courageous enough to follow their dreams will win. The winners get flights to British Airways destinations and use of its luxury Executive Club lounges, plus a winner's pack, which includes a camcorder.

One of the Great Britons judges is Denise Lewis, who won a Gold Medal in the Heptathlon at the Sydney 2000 Olympic Games, despite injuring her Achilles tendon shortly before and being advised by her doctor not to compete. "I got involved in Great Britons because I know what it takes to have a passion and to need someone's support and help to realise your dream," she says. "It's important that an iconic brand like British Airways is doing something to draw out people's passions and inspire them."



COMMUNITY

Simon Perry

Simon Perry, 29, from London, is preparing for a grueling 10,000-mile bicycle ride from the bottom of Argentina to the top of Alaska, due to start in April. He's doing this to raise money for Help for Heroes, a charity for servicemen and women who have been wounded in Britain's current conflicts. "I will also visit charities for street children in the major cities of each country I visit," he says. "I want every spare penny to go to the charities, so winning these flights would mean the world to me."



COMMUNITY

Anna Greenleaf

Anna Greenleaf, 28, from Essex, wants to fly to California to take up an apprenticeship in ecological horticulture at the University of Santa Cruz. This six-month course teaches students how to grow produce in a sustainable, organic way. "I would love to have the skills and knowledge to set up community projects in the UK, encouraging people to 'grow their own' in an environmentally sound way," she says. "Studying in the US is expensive, but a free flight would take me one step closer to reaching my goal."



SPORT

Jamie Barrow

Jamie Barrow, 17, is from Bath and started snowboarding when he was only eight years old. Since then, he has won the British Junior Championships twice, but needs sponsorship to keep him at the top. "If I won, I could travel to more competitions without worrying about how I am going to pay for it," he says. "I won, I would be able to qualify earlier for the World Championships, which I have to do to qualify for the 2014 Olympic Winter Games. If I won, I would fly down those slopes."



PERFORMING ARTS

Luke Snellin

Film director Luke Snellin, 24, lives in London. He wants to win flights to promote his latest film, *Mazape*, at a festival in New York. His film has already won the Virgin Media Shorts competition and was nominated for a BAFTA this year. "In New York, I'd hopefully meet people to collaborate with, and make lasting relationships with people aiming for the same things as me," he says. "I feel I'm on the cusp of achieving my dreams as a feature film writer/director and with help from BA, maybe I could make those dreams a reality."



COMMUNITY

Huw & Carolyn Thomas

Husband-and-wife team Huw and Carolyn Thomas, from Cornwall, will be embarking on a year-long, 10,000-mile tandem bike ride across North America, New Zealand, Australia and Europe to raise funds for ShelterBox, a charity that delivers emergency aid to disasters all over the world. "We want to spread the word to people in communities all along our route," says Huw. "Our mission is to inform them about ShelterBox, inspire them with our ride and challenge them to do something to help others."



INNOVATION

Ralph Cochrane

Entrepreneur Ralph Cochrane, 36, from Ipswich, wants to go to Los Angeles to market the technology produced by his company, Touch-it.com. "This prize would enable us to visit our clients," he says. "We get lots of enquiries, but we're often unable to cement these relationships because we've not sat down with potential partners or clients. Building good relationships abroad would enable us to rely on others to install our designs and focus on our core business. We know the market is there, we just need to visit it!"



INNOVATION

Joe Bennett

Joe Bennett, 16, goes to William Edwards School and Sports College in Essex, and wants to attend the Global Young Leaders Conference in Washington DC. "The Global Young Leaders Conference attracts students from all over the world for a 12-day course, where they have the chance to be involved in workshops and lectures by UK representatives and other influential leaders," he says. "Awarding us these flights would reduce our financial struggle, and mean we could make this amazing opportunity a reality."



SPORT

Laura Gallagher

Trampolineist Laura Gallagher, 20, from Somerset, hopes to compete in the London 2012 Olympic Games. The flights would allow her to travel to Canada to train with some of the top trampolinists in the world. "I'd be able to train with equipment that's not available in the UK, enabling me to try out new skills. My coach will also benefit. We would learn so much from training in a new place with other top athletes. It really would be a fantastic, helpful experience on our journey to the London 2012 Olympic Games," she says.

To have your say and vote for one of the Great Britons finalists, go to www.greatbritons.ba.com



You are here: [Home](#) > [Passions](#) > [Sport](#)

WHAT ARE YOUR PASSIONS?		ENTRIES	INFORMATION
SPORT	FASHION	PROFILES	ABOUT GREAT BRITONS
PERFORMING ARTS	ART AND DESIGN	GALLERY	HOW TO APPLY
COMMUNITY	INNOVATION	PREVIOUS WINNERS	APPLY NOW
			HELP/FAQs
			UK SPORT

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HELPING ATHLETES BECOME CHAMPIONS

If you believe you have what it takes to be the next big name in the world of sports, Great Britons could help you on your quest for peak performance.

Are you the next Lewis Hamilton, Andy Murray or Rebecca Adlington? They may be sporting icons now, but they all launched their careers with little more than raw talent. This could be your starting block to become great too.

[→ APPLY NOW](#)

FEATURED ENTRIES

 anita sampson	 Gordon Muir	 Melanie King
---	---	--



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AV
active



Great Britons

@GreatBritons London, UK

Welcome to the feed of the team working on Great Britons, British Airways' scheme to help British talent. Visit our site for the chance to win free flights <http://www.greatbritons.ba.com>

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Timeline Favorites Following Followers Lists



GreatBritons Great Britons

We've been very busy making Great Britons even better, now launching in March 2011. More exciting updates to come! <http://bit.ly/9EVfl6>

5 Jan



britesprite britesprite [Retweeted by GreatBritons](#)

RT @iybuk: Take part in The Big Nature Debate from @NHM_london <http://bit.ly/aFRtqt> #naturedb8 #iyb #biodiversity #COP10

14 Sep



agalleryartists A Gallery [Retweeted by GreatBritons](#)

"What is unknown is always more interesting than what is known" - <http://www.gggallery.co.uk/gallery.php?pg=1&cat=00009858>

11 Sep



willipmrpip Philip Wilson [Retweeted by GreatBritons](#)

BBC Proms 2010 - See the concerts and events on Saturday 11 September <http://www.bbc.co.uk/mobile/proms/2010/days/1109/index.shtml>

11 Sep



GreatBritons Great Britons

The shortlist of this cycle's programme has been announced. Have you voted for your favourite?

5 Sep



edintfest edintfest [Retweeted by GreatBritons](#)

Did you know... Franz Waxman won two Oscars in consecutive years, for "Sunset Boulevard" and "A Place in the Sun?" [#BOSFireworks](#)

5 Sep

About @GreatBritons

1,361 Tweets **690** Following **969** Followers **38** Listed

Connections

Followed by [@insight2012](#), [@London2012](#), and [@balf](#).

You both follow [@London2012](#).

Following 690

 **TeamGB** TeamGB [Follow](#)
 **visitwales** Visit Wales [Follow](#)
 **uknationalparks** National Parks [Follow](#)
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Registrieren

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Registriere dich für Facebook, um mit British Airways Great Britons | VOTE FOR PAUL in Verbindung zu treten.



<http://www.greatbritons.ba.com/users/35372>

Informationen

Kategorie:

Gemeinsame Interessen - Reisen

Beschreibung:

I have signed up to the new scheme British Airways are running in the lead up to the 2012 Olympics called Great Britons. The idea is to reward people with talent in Britain, with flights to a chosen destination to help them further their skills.

<http://www.greatbritons.ba.com/>

I have signed up, looking for flights to get me back to Tokyo after having an amazing time there in the summer.

PLEASE VOTE FOR ME. All you need to do is sign up and rate my profile sometime between now and the next 2... (weiterlesen)

British Airways Great Britons | VOTE FOR PAUL

Pinnwand

Info

Diskussionen

Fotos

Video

Veranstaltu...

Allgemeines

Name:

British Airways Great Britons | VOTE FOR PAUL

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Art der Privatsphäre:

Offen: Alle Inhalte sind öffentlich zugänglich.

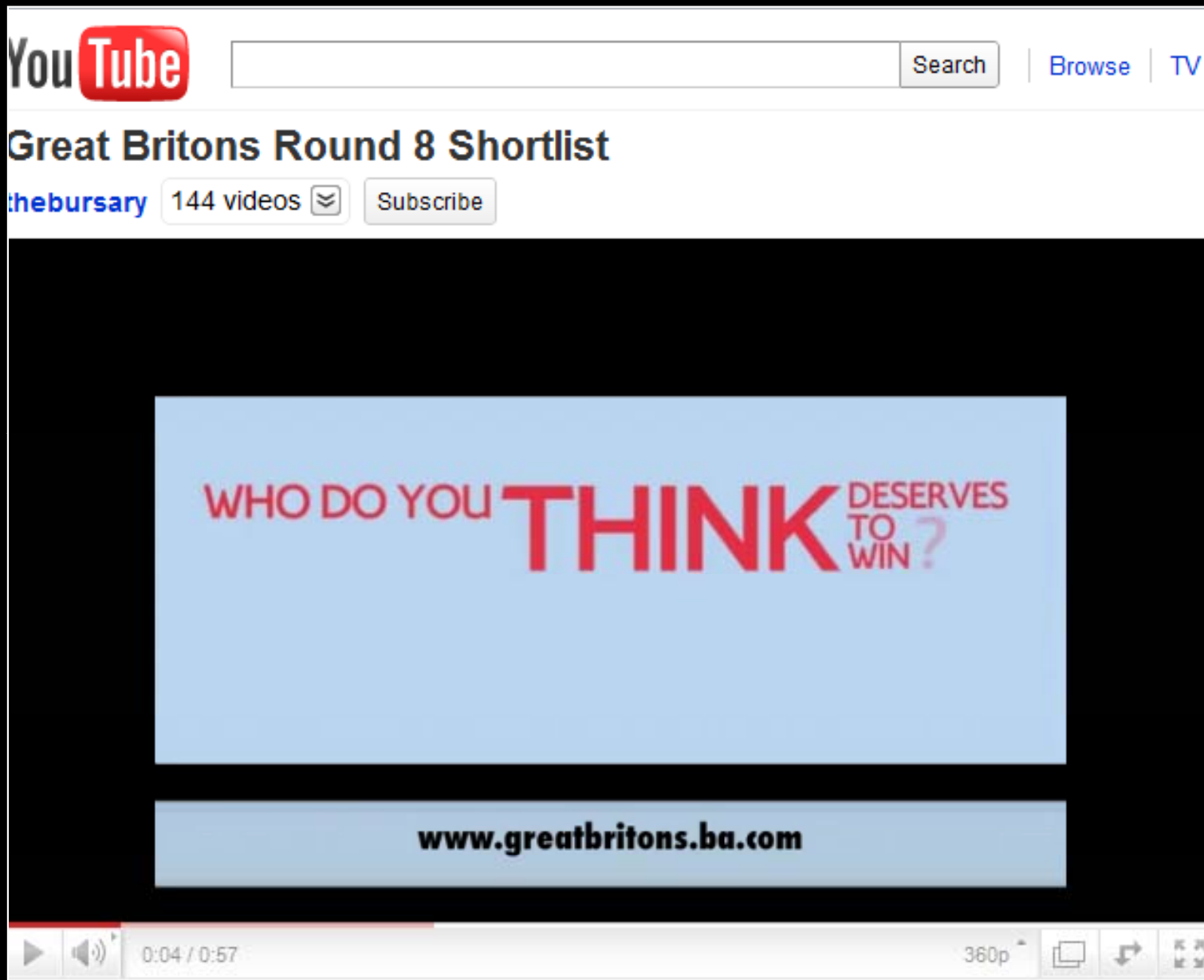
Kontakt

E-Mail:

paul@theshavedhead.com

Webseite:

<http://www.greatbritons.ba.com/users/35372>



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Great Britons Winner's Story - Izzy McGuire Mayes

thebursary 144 videos  Subscribe



BRITISH AIRWAYS Proud to invite the world to our home in 2012

Becoming a 'Great Briton'

0:04 / 4:31 360p   

Webfilm > Consumer Created (Click Image To Link/Play)

Evolution > Partnerships

- › In early 2010 BA partnered with BAFTA to support British talent
- › Launch at invite-only event at London's Silent Picturehouse (Vinopolis) hosted by Edith Bowman
- › Showcased five "Outstanding British Films" nominated for BAFTA's at Orange British Academy Film Awards
- › Films played simultaneously on big screens with wireless headsets to tune in
- › The value-in-kind partnership allows BA access to BAFTA content for in-flight entertainment
- › Deal also gives BA presence at award ceremonies and support of the BA Great Britons Programme
- › In return the airline will provide flights for nominees to attend BAFTA events
- › Amanda Berry, CEO of BAFTA said: "We are delighted to be partnering with British Airways. The partnership will allow us to reach a truly global audience every day through their in flight networks and their support for our Awards and Events will be invaluable".
- › This latest partnership reinforces the airline's ongoing support for British talent





Phase Two > Brand Ambassadors



Phase Two > Brand Ambassadors – Part 1 Non Sport

- › In May 2011 BA launched a new phase of its Great Britons sponsorship initiative
- › Promoted via a major new multi-platform, integrated media campaign
- › The work sees BA feature its 2012 ambassadors in paid media for the first time
- › New aspect of ongoing scheme sees BA offer a series of career revolutionising collaboration opportunities
- › With brand ambassadors Heston Blumenthal (cooking), Richard E Grant (acting) and Tracey Emin (art)
- › Each will offer up to five mentoring sessions to each of the winners.
- › The three spaces will link up on a creative project with the airline in the run up to the London 2012 Games
- › Three-month UK print (from May) and online (from August) work uses the tagline ‘We can help your talent fly’
- › It actively invites aspiring chefs, scriptwriters and artists to apply at ba.com/greatbritons.com
- › Each pair will create graphic designs that will appear on 12 British Airways jets
- › Each pair will also make a 20 minute film shown on BA planes and at the London 2012 opening ceremony

Phase Two > Brand Ambassadors – Part 1 Non Sport

- › British Airways' head of brands, Abigail Comber, says: "With just over a year to go until the London 2012 Games it's a great time to start communicating some of the great opportunities we're offering, as well as show our commitment to British sporting talent. We are very passionate about helping British talent take off and this campaign allows us to celebrate both the sporting and cultural side of the London 2012 Games."
- › The creative development was lead by BBH
- › Digital activation was managed by BEING
- › Media space secured by Zenith Optimedia
- › The sponsorship strategy is led by IMG Consulting.



PR Launch Event At London 2012 Stadium



TV (Click Image To Link/Play)

WE CAN HELP YOUR TALENT FLY.

If there's one secret that the greatest chefs share, it's that they've all had the chance to learn from the masters.

To celebrate our partnership with the London 2012 Olympic Games we're giving one budding chef the chance to create a menu, with inspiration from Heston Blumenthal, to be served on our planes next summer. It's an opportunity that could make a career.

Apply at [london2012/graduates](#)

WE CAN HELP YOUR TALENT FLY.

To get on in the film business it takes hard work, talent and a bit of luck. Being in the right place, at the right time, with the right people.

To celebrate our partnership with the London 2012 Olympic Games we're offering one of those chances to the right individual. The chance to write a short film with inspiration from Richard E. Grant. A film that will show around the world on our planes next summer.

Apply at [london2012/graduates](#)

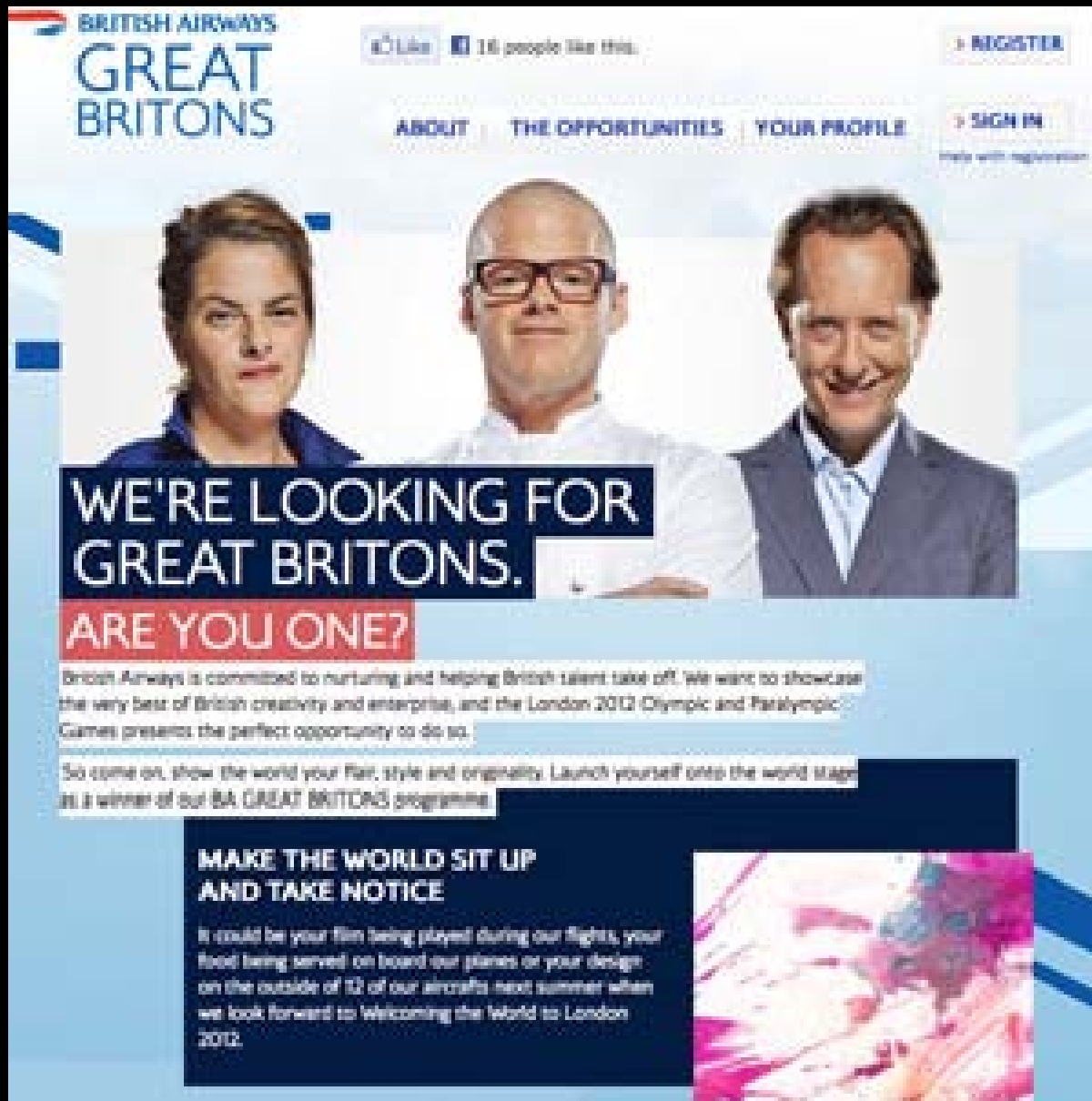
WE CAN HELP YOUR TALENT FLY.

Behind all successful artists, there's a lucky break. An opportunity to show what they can do.

To celebrate our partnership with the London 2012 Olympic Games we're offering one aspiring artist a dream commission.

The chance to create an artwork with Tracey Emin to wrap around our planes. An artwork that will be seen around the world next summer.

Apply at [london2012/graduates](#)



BRITISH AIRWAYS
GREAT BRITONS

16 people like this.

REGISTER

ABOUT THE OPPORTUNITIES YOUR PROFILE SIGN IN

Make with registration

WE'RE LOOKING FOR GREAT BRITONS.

ARE YOU ONE?

British Airways is committed to nurturing and helping British talent take off. We want to showcase the very best of British creativity and enterprise, and the London 2012 Olympic and Paralympic Games presents the perfect opportunity to do so.

So come on, show the world your flair, style and originality. Launch yourself onto the world stage as a winner of our BA GREAT BRITONS programme.

MAKE THE WORLD SIT UP AND TAKE NOTICE

It could be your film being played during our flights, your food being served on board our planes or your design on the outside of 12 of our aircrafts next summer when we look forward to welcoming the world to London 2012.

BRITISH AIRWAYS
GREAT BRITONS

Like 137 likes. Sign up to see what your friends like.

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PAINT YOUR MASTERPIECE

**AMAZE THE WORLD
WITH YOUR DESIGN
ON 12 OF OUR PLANES.**

We want you to use your vision and imagination on the outside of our planes to capture the spirit of the London 2012 Olympic and Paralympic Games.

Just think of the sheer scale of your masterpieces. You'll be there as teams of painters and engineers apply your design to 12 of the world's most expensive passenger airliners.

Then, quite literally, millions will look up to your work. Our planes will be your canvas, seen landing and taking off at airports across the world, flying athletes, dignitaries and guests into The London 2012 Games.



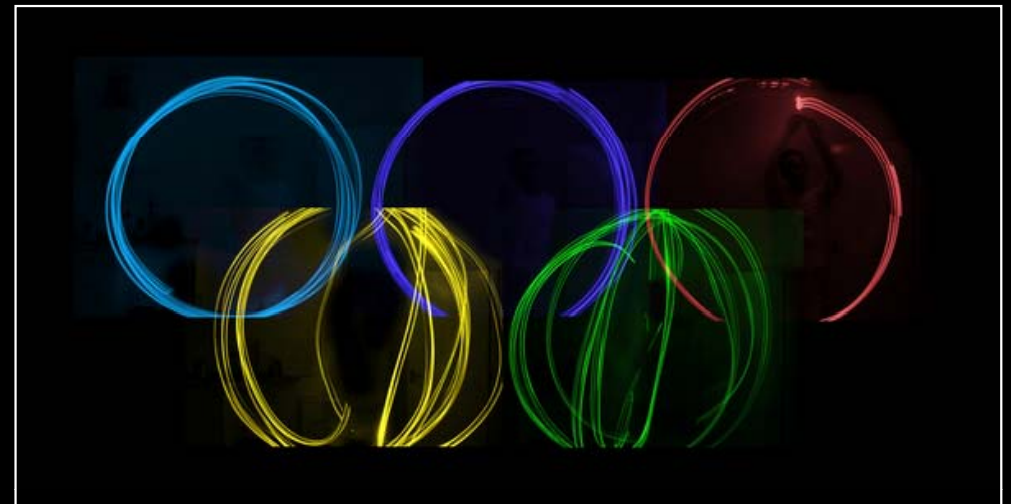
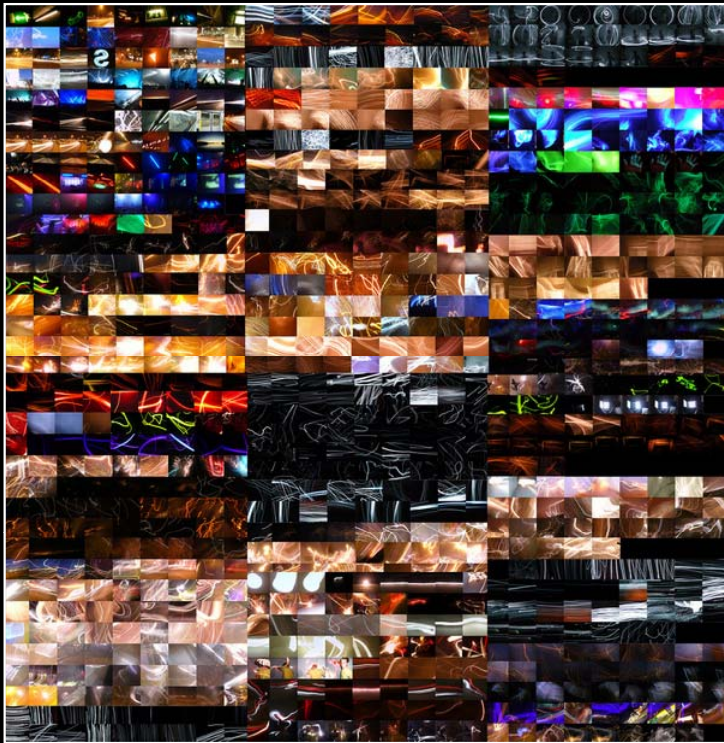
A FANTASTIC BOOST WITH WORLD-CLASS MENTORING

As the winner, you'll benefit from the artistic input of one of the most recognised British artists - Tracey Emin. Just think, you'll have a Turner Prize-nominated artist bounce your ideas off.

WHAT TO DO NOW A TIMELINE FOR YOUR ENTRY

5 May 2011	Online applications open
27 July 2011	Online applications close - one year to go to London 2012
August 2011	On the basis of your idea, a shortlist of candidates is drawn up. Candidates are then contacted.









Phase Two > Brand Ambassadors – Part 2 Sport

› Followed by follow up executions featuring BA backed athletes

› These include:

Paralympian Shelly Woods

Sailor Ben Ainslie

Gymnast Louis Smith

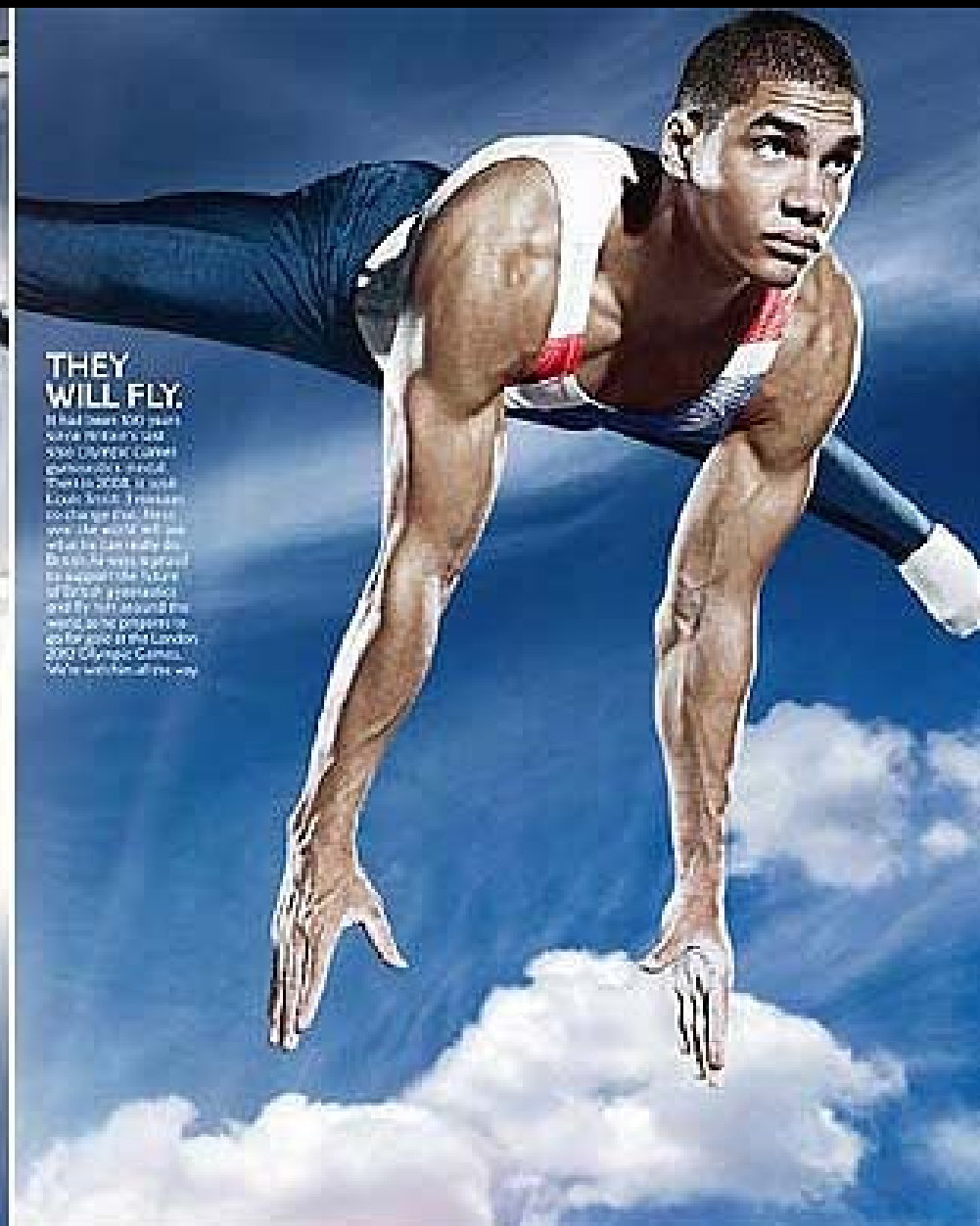
Swimmers Liz Johnson, Claire Cashmore & Susie Rodgers

› This phase consistent largely of outdoor billboard ads

› All executions featured the copy line “They will fly”

› According to BA spokesperson Van der Post: "These have shown to be extremely good for us. We did research on the outdoor campaign and found that 95% of respondents liked it, and 75% feel more positively toward BA."







THEY WILL FLY.

Liz Johnson,
Claire Cashmore
and Susie Rodgers.
Britain's Swimmers.

Phase Three > Heathrow T5 Ambient Art



Phase Three > Heathrow T 5 Ambient Activity

- › Heathrow is London 2012 'Host Airport' and expects its busiest ever day after the closing ceremony in 2012
- › Heathrow' owner BAA, in partnership with Terminal 5 home airline BA partnered on an Olympic art project
- › As part of this partnership, sculptures of 2012 athletes were placed in BA's Heathrow home – Terminal 5
- › The objective is to showcase Britain's sporting and creative talent to the world
- › In August/September 2011 T5 hosted these larger than life wire sculptures of Team GB athletes - including:
 - Diver Tom Daley
 - Sprinter Jason Gardner
- › A further eight athlete sculptures complete the exhibition at the west London airport
- › Each artwork is designed to interpret a different Olympic or Paralympic sport
- › They are part of the 'Sculpture and Sport: A Celebration For 2012' exhibition
- › This wider exhibition features 30 full-scale pieces of art
- › In 2012 they will be in a larger collection at Oxford's Ashmolean Museum & London's Oxo Tower Gallery
- › Each work will be available for purchase with profits donated to The Youth Sport Trust and ParalympicsGB



Departure Lounge



Check In

Phase Four > To Fly, To Serve



Phase Four > 2012. We're Ready. To Fly. To Serve

- › In February 2012 BA launches a new strand of its 2012 work dovetailing with its late 2011 marcoms refresh
- › As well as focusing on London 2012, the work feeds into BA's recent 'To Fly. To Serve' position/promise
- › Led by a TVC tackling jokes about airline baggage and teething technical issues when T5 opened head on
- › BA makes baggage handling the focus of a new Olympics-led TV ad featuring an international suitcase race
- › The spot features a girl's British bag racing luggage from other nations to the arrivals hall (and winning)
- › BA staff including baggage handlers, customer service agents and cabin crew, are all featured in the spot
- › TV debut on ITV flagship soap 'Coronation Street, but premiered online on BA's Facebook/Google+ page
- › Known as 'The Race', the TVC was accompanied online with a 'making of' video - 'The team behind the ad'
- › 60-second , light-hearted TVC leads a 2012 marketing phase focused on BA's Olympic operations work
- › As the official airline partner of London 2012 BA will transport many people to their London Games bases
- › BBH ad ends with the line "2012. We're Ready. To Fly. To Serve" reflecting new "To Fly. To Serve" tagline



TV (Click Image To Link/Play)



Making Of 'The Race'(Click Image To Link/Play)

Phase Four > 2012. We're Ready. To Fly. To Serve

- › Outdoor, print and online ads followed a week later building the campaign via national and online media
- › These also take a London 2012 theme, the fact-based ads give a sense of scale of BA's operation
- › One of the print ads advises the reader that in 2012 British Airways cabin crew will serve three Olympic size swimming pools worth of tea
- › Another describes how British Airways engineers will fit enough cable on board during 2012 to lap an Olympic track 80 times
- › A third tells readers that British Airways will welcome on board enough customers to fill 400 London Olympic Stadiums during the year
- › There is also one execution that echoes the TV ad simply featuring a gold medal emblazoned with the airline's 'To Fly. To Serve.' Coat of Arms and the tagline '2012. We're ready'.
- › This phase also includes live online and Facebook updates of BA 2012 operational data
- › Abigail Comber, British Airways' head of brands and marketing, said: "This campaign builds on our new 'To Fly. To Serve.' promise. We have an amazing team at British Airways who work to deliver hundreds of flights a day, all over the world. Each team from check-in, baggage handling and 'dispatch', through catering and on to the flight and cabin crew effectively hands the baton on and it's that team spirit combined with the sheer scale of the British Airways operation that we wanted to convey."



BRITISH AIRWAYS

In 2012 our baggage handlers will lift more weight than 1.1 million Russian weightlifters. It's a feat of athletic endurance you're looking for you'll find plenty behind the scenes at 73 baggage reclaim. We are proud to be the airline partner in the Olympic year. 2012. We're ready. To Fly. To Serve.



BRITISH AIRWAYS

2012. We're ready.



BRITISH AIRWAYS

In 2012 our check in staff will welcome enough people to fill the London Olympic Stadium 400 times. It sounds like a daunting figure but not so our team. Every year they offer a warm smile to over 35 million customers worldwide. Quite an achievement, we're sure you will agree. We are proud to be the airline partner in the Olympic year. 2012. We're ready. To Fly. To Serve.



BRITISH AIRWAYS

In 2012 our cabin crew will serve three Olympic sized swimming pools worth of tea. That's over 25 million cups. Carefully prepared by our high skilled team of cabin crew. Every one of those small acts of kindness, and up to an everyday understanding of team spirit, are what we are proud to be the airline partner in the Olympic year. 2012. We're ready. To Fly. To Serve.



BRITISH AIRWAYS

In 2012 our engineers will fit enough cable on board to lap an Olympic track 80 times. When it comes to wiring King's Cross, our mechanical engineering team is up there with the best. In 2012 they'll help bring the world to London by fitting an astonishing 50m of cabling to our aircraft. We are proud to be the airline partner in the Olympic year. 2012. We're ready. To Fly. To Serve.

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2012. We're ready.

In this of all years it's appropriate that our expertise and experience is already of great proportions.

Discover the sheer scale of our operation below.

To Fly. To Serve.

[Find out more here on Facebook](#)

British Airways - The Race (Ba.com version)

Turn on animation

35,000,000

Cups of tea served yearly*

This year our cabin crew will serve three Olympic-sized swimming pools worth of tea.

51,771

Passengers we've flown to the UK this year*

We've flown all these passengers to the UK since the beginning of this year.

1,100,000

Russian weightlifters*

In 2012 our baggage handlers will lift more weight than they do.

693

Number of journeys our aircraft fly daily*

32,000,000

Number of seats filled on our aircraft in a year*

1,727,701

Total miles flown by our aircraft this year*

Facebook (Click Image To Link/Play)

Conclusions > Results



Takeaways

1

To date Great Britons has been hugely success for British Airways with more than 2000 entrants applied in first two weeks.

2

All contestants have been harnessing the social media space to increase their votes and thus virally spreading the campaign itself.

3

The competition has generated a huge amount of buzz and generated positive PR during a period when BA has needed it most.

4

Multi-phased approach enables brand to introduce fresh elements and new creative for a purpose to lengthen life and sustain interest.

5

According to BA Brand MD: "The campaign has shown to be extremely good for us to date. We did research on the outdoor campaign and found that 95% of respondents liked it, and 75% feel more positively toward BA."

Takeaways

6

A smart way for the brand to align itself to the Olympics via the event's widely held values – thus ensuring rights owner support

7

Supporting British talent in such a tangible way projects the brand as a genuine supporter of potential Olympic athletes in the home nation. Rather than simply saying the airline is a supporter or partner and 'talking the talk' BA seems to be genuinely 'walking the walk.'

8

Some Olympic marketing feels remote, but the active participation of Great Britons avoids this.

9

Underlying message backs core business aims - encourage the public to fly across the world in search of their dream – and dovetails with BA owned media and brand refresh

10

Helps BA to stand out away from the specific sports space which will inevitably become cluttered as the Games draw closer.

Project Leader > Jeremy Edwards

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