



## **Virgin Atlantic Brief**

### **Local Media Works Awards**

Virgin Atlantic is encouraging travellers to 'Let it Fly' with a new UK local brand campaign in local media – local newspapers in print and digital. Virgin Atlantic believes strongly that national brands can make a powerful connection with people in local communities by advertising in local media. By answering the brief and entering the Local Media Works Awards, media planners will have the opportunity to win the awards grand prize of two return tickets to New York. Local Media Works, the organiser of the awards, is the marketing body for UK local media.

### **Background**

Virgin Atlantic is passionate about supporting local communities both in the UK and in its global destinations. The airline tackles difficult social challenges by using all the global resources it has available. This is one of the reasons that people choose to take journeys with Virgin Atlantic again and again.

Virgin Atlantic's new customer-centric 'Let it Fly' campaign has a clear message – the world doesn't come to you, so go to it. It captures the airline's passion for service and demonstrates how Virgin Atlantic goes beyond the norm to deliver unforgettable experiences for its customers.

### **Objective**

Virgin Atlantic is a national brand that wants to take 'Let it Fly' to local communities with a media plan which has local and regional media at its heart. The aim is to create a campaign that sensitively encourages local communities to appreciate the unique brand values of Virgin Atlantic and its commitment to supporting local communities across the UK. The campaign should make people want to be part of 'Let it fly' and Virgin Atlantic's unique values.

The campaign is to run for 12 months from March 17 – February 2018 to persuade as many groups in the community – including existing customers, schools and people from all walks of life – that Virgin Atlantic is committed to UK local communities.



The target is to generate both momentum for the initiative across the country as well as news interest in the programme. The longer term aim is to make our ethos contagious. Virgin Atlantic is hoping, that the strategy/ thinking will be innovative, bold and different.

## Local media

The campaign must have local and regional media at its heart and innovative thinking about the opportunities afforded by local media will be rewarded by the judges. Some facts about local media to consider when writing your response to the brief are as follows:

- There are 1,000 local newspapers and 1,700 associated websites in the UK. (Local Media Works 2016)
- Local newsbrands, in print and online, are among the UK's most popular media, reaching 40 million people every week (JICREG 2015)
- Local media is the most effective combination for driving consumer action. (Consumer Catalyst, Think Media 2014)
- Local Media Works runs the [Featurelink](#) service which enables national advertisers to place branded content next to adverts in local papers across the UK, creating a powerful and compelling route to connect with local communities.
- Local media attracts huge audiences on social media with journalists and local newsbrands commanding large followings on platforms such as Twitter and Facebook.
- Life is local. Nine out of 10 people spend the majority of their time and money within five miles of home and they're proud of the area they live in. (Consumer Catalyst, Think Media 2014)
- Readers are more than twice as likely to act on the ads in local media than those on TV and social media (Consumer Catalyst, Think Media 2014)
- Fifty per cent of respondents agreed that advertising and brands featuring on local media websites are trustworthy, compared to 42 per cent for national news sites, 41 per cent for portals and 23 per cent for social media. (Comscore/1XL 2015)

## Implementation/media strategy

The media budget is £1 million. The media strategy **must** have local media, local newspapers in print and digital, at its heart, but could also include other media to supplement this activity.

The campaign could explore media partnerships, competitions, sponsorship, and innovative routes to market. In particular, the media plan must interest, be original and excite potential commercial partners to encourage their active participation in the campaign.

The response needs to be in Microsoft Word format (additional visuals, presentations, and videos in other formats can also be sent over) ideally in the following order;

- Executive summary
- Audience insight
- Strategy



- Plan
- How do you plan to measure the activity?

**PLEASE CLEARLY IDENTIFY WHICH CATEGORY(S) YOU ARE ENTERING**

- Best original thinking
- Best use of multi-platform
- Best use of content
- Best strategy
- Best use local targeting

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Note: This brief is not currently live it is an exercise for the purpose of the Local Media Works Awards only.

Any questions please contact Justin Fenton on [justin@localmediauk.org](mailto:justin@localmediauk.org) or call on 020 7963 7487.