



D&AD Student Awards 2008

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PRESENT AN IDEA GIVING VIRGIN ATLANTIC
BRAND PRESENCE ANYWHERE IN THE WORLD

Open Brief **Virgin Atlantic Airways Design** **Sponsored by Virgin Atlantic**



The brief

Present an idea giving Virgin Atlantic brand presence anywhere in the world.

Target audience

Using the design values of Virgin Atlantic deliver a concept that appeals to whichever passenger demographic you choose. The 'design' (e.g. product, environment or idea) should be engaging to both existing and potential passengers and ignite their awareness of the Virgin Atlantic brand. Your solution is certainly not required to be situated in the aircraft or airport terminal!

Virgin design values

Virgin Atlantic's design team inspire change using 'considered innovation'; they believe that good design should not be imposed, but instead appreciated for its inspirational value. Customers will then embrace the changes that naturally occur when innovations are introduced.

Brand values

- Fun
- Innovative
- Caring
- Honest
- Value

Mandatory requirements

- Your offering must be distinctively Virgin Atlantic in ethos, but without the need for overt branding. Only use the corporate identity if you feel it adds value (or is valid) to the offering
- Similarly you should only choose brands to associate with the idea if you feel there is a strong correlation with Virgin's design values
- Research and insight gained must be demonstrated within your final presentation

Background

Sir Richard Branson started Virgin Atlantic Airways in 1984. It gives great effort to being an airline that people love to fly by putting a good deal of emphasis on product differentiation, to give its customers a travel experience that reflects the brand values. It is renowned worldwide for its innovative products and excellent service – and is continually changing its service and products to fulfil customers' changing expectations. Virgin Atlantic flies to America, the Caribbean, Africa, Australia and the Far East and therefore caters for all nationalities and age groups.

Further information

- www.virgin.com/atlantic
- www.dandad.org/studentawards08
- A PDF of Virgin Atlantic's brand guidelines can be downloaded from the D&AD URL above

Deliverables

Work mounted on no more than four A2 or A3 boards plus optional 3D model.

Brief set by

Joe Ferry, Virgin Atlantic Airways.