



Brief set by
Virgin Atlantic

In collaboration with
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Virgin Atlantic has an amazing new Flight + Hotel proposition. How can you encourage people to be more spontaneous and give it a try?

Related Disciplines
Branding
Design

Deadline
20 March 2019, 5pm GMT

The back story

Virgin is an iconic brand, owning a unique space. But as new experiences and destinations become more affordable, a load of new brands and propositions now challenge that space.

You can depart the everyday on a Virgin flight – it's a much better way to fly. And you can continue that amazing feeling with Virgin Holidays. Each business is part of the master Virgin family. Yet each has its own distinct personality.

Together, Virgin Atlantic and Virgin Holidays aim to be the world's most loved travel company.

What's the challenge?

Like many airlines, Virgin Atlantic now offers hotel stays and experiences at the point of booking flights. This new 'Flight + Hotel' proposition is about being able to confidently book an entire trip at the touch of a button – saving time and sometimes money.

How does this new offer look?

Create a new name, brand and set of assets for this 'Flight + Hotel' sub-brand that:

- defines what the future travel consumer wants from online booking services
- makes the benefits of this experience so desirable and irresistible that they won't want to go anywhere else
- is distinctive from Virgin Holidays (which is all about taking time to plan a bespoke holiday with fully loaded experiences; that trip of a lifetime only Virgin can give).

How can Virgin Atlantic inspire people to be more spontaneous and book an adventure - simply and conveniently at the click of a button?

Who are we talking to?

This is about an attitude, not a demographic. This is for people who get the max out of travel. They want novelty with a touch of lux. They consider 'time as the new money and experience as the new wealth'. They are confident and independent-minded travelers who know what they want. They are used to researching and booking trips themselves.

For them, travelling for business or leisure is always an adventure.

Things to think about

How to showcase Virgin Atlantic's expertise
How to maximise opportunities
How to convey elation
How to add wow
How to reflect Virgin Atlantic's refreshed brand identity

See further information pack for a full breakdown of these points.

Clearly demonstrate how the visual brand identity and TOV guidelines extend consistently to your sub-brand. How are they expressed across all aspects of the experience and through different touch points, such as digital (how will the new sub-brand look in context on the Virgin Atlantic site?), print, OOH, social, radio, etc?

The important stuff

The lack of consistency in previous years has meant a lack of brand clarity for Virgin Atlantic. The lines between flights and bespoke holidays have blurred. So, now:

Virgin Atlantic = superior flying experiences

Virgin Holidays = planned/bespoke holidays

This NEW Virgin flight + hotel booking service = simplicity and reliability

This is about booking an adventure not planning one. There's no need to shop around or co-ordinate separate bookings. And you can get some brilliant deals.

Go big with your idea. Go bold. But don't cannibalise the Virgin Holidays offer.

Virgin is optimistic not naïve, inclusive not generic, and adventurous not wild. They know how to help you squeeze the most out of life.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).