A FRESH APPROACH

To help China Southern Airlines break into the European market and raise its brand awareness, BBC StoryWorks proposed a campaign to position the airline as more premium, solid and well respected. The search began for people who aligned with these values to feature in the work.

An all-star crew

Ricardo Bofill, a highly respected Spanish architect known for his postmodernist style, and Giles and Nick English, the brothers who founded award winning British luxury watch brand, Bremont, were chosen. Imagery had cinematic feel to appeal to a discerning audience.

Destination Europe

Audiences were reached very effectively through social media and BBC World News. The campaign consisted of 2 x 2-3 minute long-form films for social channels and 60-second cutdowns, used as TV commercials on BBC World News.

Final checks

According to AdScore, the campaign boosted brand familiarity, resulting in marked increases in recommendation and consideration, by 364% and 176% respectively.

Brand image was significantly improved too. The campaign reported 15M page views, 4.5M video views, and a high volume of comments, shares and reactions to posts.