Korean Air briefed BBC Storyworks not just to promote their brand, but also create greater awareness of Korea as a tourist destination. The campaign was to target a mass affluent audience, urging travellers to discover Korea’s rich heritage on a life-affirming trip.

Turning familiarity into fascination

Insights from the BBC editorial team confirmed that people were fanatical about the little they knew about Korean culture, such as K-pop and kimchi. Crucially, they had an appetite for much more than the familiar sights, sounds and tastes.

A refreshing deep dive

Through emotional attachment to familiar icons, viewers were drawn into content that immersed them in Korean culture. Two shortform videos featured new influencers telling engaging stories and diving deep into trending topics. Korean Air’s brand was woven into the storytelling experience.

FIRST CLASS RESULTS

The campaign performed extremely well, with consideration to fly Korean Air up by 139% and a massive 159% increase in likelihood to recommend the brand amongst the BBC audience. Independent studies mirrored the shift in brand perception.

*Social media engagements hit 248k, with 8.7 million video views.*