

CIPR Case Studies

Excellence Awards 2010: Event

Campaign: Brando – Gatwick Factor



Aim of event:

The brief was to create a fun, Christmas-themed passenger experience 'airside' at Gatwick Airport. The main objectives were to engage, entertain travelers and leave them with positive feelings about the airport.

Previous research showed that one of the key factors preventing passengers from shopping/ spending money at the airport was down to mindset. Therefore, our activity needed to help get passengers into a holiday mood.

As Gatwick had very recently been sold by BAA to Global Infrastructure Partners (GIP), it was also very important to build the airport's profile and secure as much positive brand awareness, media coverage and buzz as possible.

The press was already saturated with hundreds of festive themed stories and we knew passengers pre Christmas would be tired, busy and desperate to get away. We needed something fun, eye catching, interactive and newsworthy to ensure media cut through and passenger engagement.

Meeting objectives and audience needs:

Playing on people's festive spirit, we created **The Gatwick Factor** and built a 13 foot, inflatable, see-through snow globe complete with Christmas trees, snow and a hi-tech karaoke system.

Held over nine days pre-Christmas, passengers were invited into the Snow globe to sing their favourite songs for charity for the chance to win a once in a lifetime family holiday to the Northern Lights.

To truly embrace the spirit of Christmas, the campaign raised money for Great Ormond Street Hospital. Passengers dug deep at the event and Gatwick donated funds to raise a total of £5,765.

All performances were filmed, uploaded a dedicated microsite, www.thegatwickfactor.com and the public could vote for their favourite performances. The site was optimised for social media functionality with click-through to facebook, twitter, digg and bebo. The contestant with the most votes at the end of January 2010 would win the holiday. Passengers were reminded to rally support from their friends and families through regular mobile and email reminders. This gave the Gatwick Factor great social media content and it took on a life of its own online. Contestants created their own Facebook groups to galvanise support with some having over 1,000 fans.

Gatwick Factor meets the X Factor

We wanted mass coverage and attention, so we contacted the nation's hottest TV show at that time – The X Factor. We recruited the most popular X factor contestants, runners up Stacey Solomon and Olly Murs to open our event (negotiating a very low fee as it was their first public appearance) and carefully timed our launch day to three days after the X Factor Final meaning The Gatwick Factor was their first 'gig' after leaving the show so press interest was huge.

Our event appeared on three national TV news programmes that night, numerous radio and entertainment slots and received widespread coverage in print and online.

Whilst doing the media interviews and photocalls, Olly and Stacey also performed songs from the X Factor show, signed autographs and talked to the crowds. This ensured that Gatwick passengers enjoyed a money-can't-buy experience which left them smiling and happy before catching their flights.

Design and Creativity:

Creatively, the media loved the quirkiness of Olly and Stacey performing in a giant snow globe at Gatwick Airport. At the same time passengers revelled in the unexpected entertainment and immersed themselves in belting out festive tunes while having their own 15 minutes of fame.

The structure was designed to mirror an iconic snow shaker and bring to life the Christmas spirit in terminal. Given the tight production budget and short timescales (6 weeks from briefing to event) - the solution needed to be affordable (re-usable if possible), portable, lightweight and quick to produce. It also needed to conform with airport safety and security regulations. The snow globe was branded to communicate key messages, provide a backdrop for media and create a fun, festive experience for passengers.

Evaluation and feedback:

The campaign exceeded expectations on a number of levels, from securing mass media coverage and awareness to high numbers of contestants participating and voting plus overwhelmingly positive feedback from passengers and staff alike. Heathrow's marketing team even contacted Gatwick after seeing the event on TV to ask how they had organised such a great event!

Did the event secure mass media coverage, buzz and hype?

ROI was an outstanding 1:22 and for every £1 spent the campaign reached 1,390 people. Coverage highlights include BBC News, London Tonight, 5 news, Studio 5 Live, Capital FM, Heart FM, Radio 1, the Sun, the Mirror online, the Metro and OK! plus Twitter and facebook went wild with comments.

- 72 pieces of coverage achieved over 2 weeks
- PR value of £2,769,972
- Advertising value of £923,324
- OTS: 199,851,919
- 27 pieces of blog coverage achieved
- Twitpic images viewed 592 times in 24 hours
- 335 passengers took part
- 136,105 passengers had the opportunity to see the event in terminal
- 22,198 online votes from over 112 countries
- www.gatwickfactor.com received 54,235 total visitors

Passenger engagement with Gatwick Factor:

- Over 2/3 of passengers expressed positive engagement with the event

Was Gatwick Factor an enjoyable, fun and help them get into the holiday spirit?

- 86% of passengers said the Gatwick Factor made their airport experience more enjoyable
- 77% of passengers said the Gatwick Factor helped them get in the holiday spirit

Did Gatwick Factor help increase passenger's propensity to fly from Gatwick in the future?

- 45% of passengers said they would be more likely to fly from Gatwick if similar entertainment was provided
- 93% of passengers said Gatwick Factor is the sort of activity Gatwick should be putting on for their passengers

Client feedback:

"We've been completely blown away by the success of this event. Given the tight turnaround and logistical complexities of hosting events at airport, we're overwhelmed by the results achieved and it's exceeded all our expectations. My only worry is how you're going to beat this next time!" **Patricia Conway**

Gatwick Marketing, Research, Business Insight and Airline Business Development

Total Budget = £126k Band b) £100k-500k

Naked Survey 2009 revealed that one of the key factors preventing passengers from shopping/ spending money at the airport is due to passengers being in the wrong mindset - only 18 per cent of those polled¹ had planned to shop at the airport.

"Belting out a hit at Christmas has become as festive as scoffing mince pies."
The Sun, 7th December 2009.



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¹ Source Naked survey 2009