



That Clicked



British Airways: #HomeAdvantage

Agencies: **BBH, ZenithOptimedia, The 12th Floor**

The Big Idea: As sponsor of the London Olympics, British Airways decided to send an entirely different message to its local clientele: Don't Fly. It urged them to stay home and support the local team, encapsulated in #HomeAdvantage. This of course synced with actual consumer behaviour since many Britons were deciding to change their travel programmes to accommodate the Olympics.

The commercial debuted online and was part of a long hoary advertising tradition of missing the point of a song entirely — it was set to *London Calling* by The Clash, a song that's about as celebratory of London as *Born in the USA* is of America.

But what made the campaign different was how uniquely it engaged the audience. An app on Facebook and a standalone site allowed people the chance to see a cut of the commercial with shots of the plane making its way through the streets they lived in, if they keyed in their address or pincode.

Key Takeaways: The best method of amplifying an already counter-intuitive idea — Don't Fly for an airline company — is to bring the familiar and the local alive in a highly relevant and differentiated way.



Results: A PR-Week/One Poll survey rated Don't Fly as being the most impactful of the Olympic campaigns, beating heavyweights like Adidas. The commercial got a million plays in the first two weeks.

