

Virgin Holidays



OVERVIEW

Virgin Holidays were the first holiday company to open an airport lounge for their customers. We were commissioned to create the launch events.

AUDIENCE

The first event was aimed at 25 respected travel journalists, the second to 100 VIP directors and high-level personnel working within the global travel industry.



CREATIVE

The view from the lounge's substantial panoramic windows provided us with the insight we needed to create an event experience in line with Virgin's brand values to never do the obvious. A spectacular airside reveal with the Virgin WOW factor, revealing the view of the runway and our strategically parked Virgin 747, the Captain salutes the VIP guests, eat, drink and be merry in true Virgin style.

CONTENT

We created intrigue by requesting passport details for every delegate, in order to clear security requirements for airside passes from BAA.

Once in the lounge guests, were entertained in a holding area until everybody arrived. Amanda Wills, Managing Director, officially opened the lounge with a bang – a big red button was pushed, air-cansons blasted red confetti, the curtains parted electronically to reveal Virgin Holiday's V Room and the view from the windows in all its glory.

