



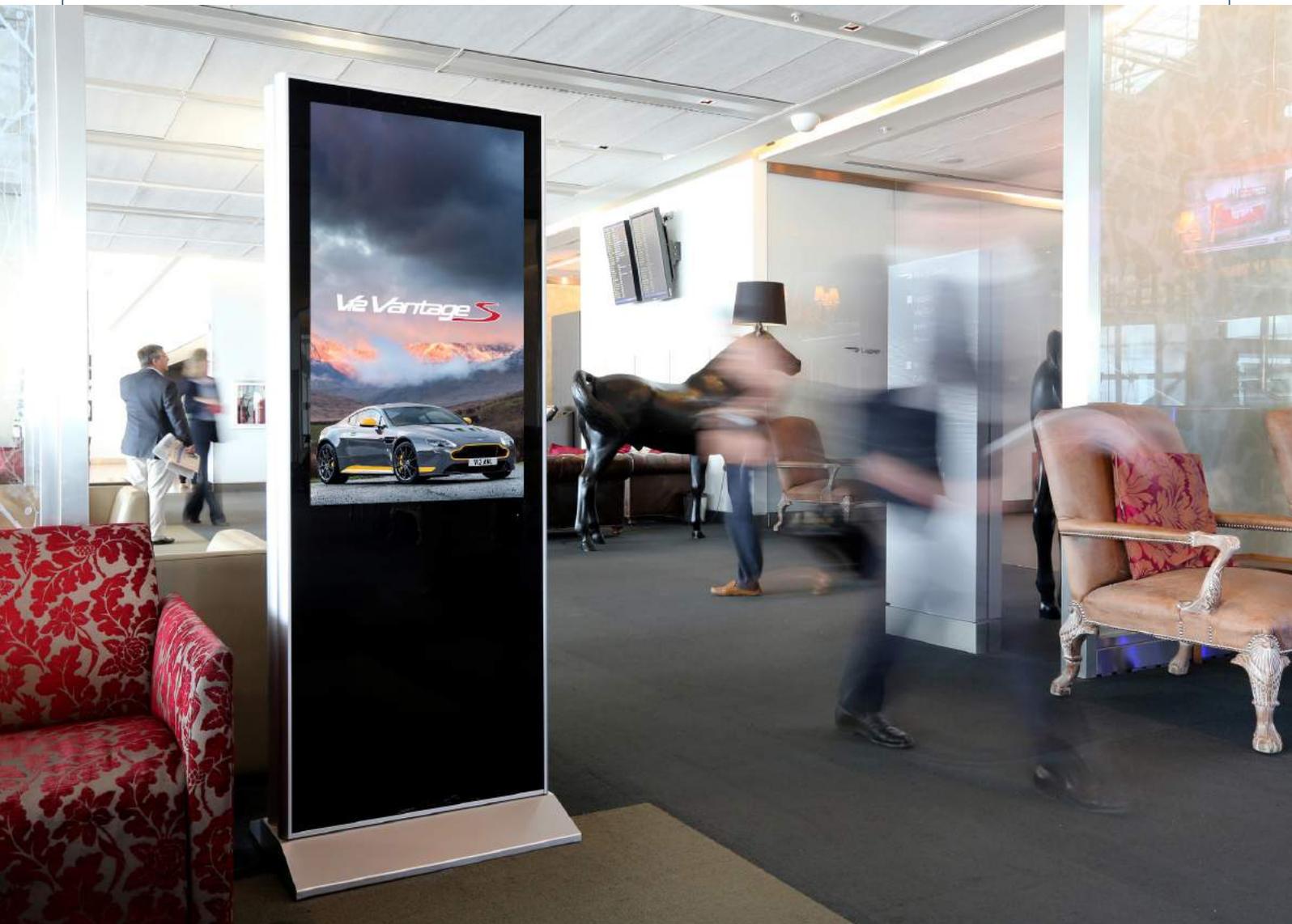
Ambient Media Pack 2018

Ambient Portfolio

British Airways has a portfolio of 54 lounges globally serving 753,822 premium customers every month. The average dwell time of a lounge customer is 90 minutes.

The lounges provide a traditionally hard to reach audience in a relaxed environment and receptive state of mind.

Advertising achieves maximum stand out in a premium and uncluttered environment. Campaigns are targeted, cost effective and delivered straight to your target audience.



▲
Aston Martin LHR T5 Club South

Opportunities

A wide variety of touchpoints are available across our ambient portfolio:

Boarding Passes	Screen Wrap	Screensavers
Digital Screen Network	Static Posters	Wi-Fi
Experiential Zones	Table Tops	In-flight Meal Tray Cards
Festivals	Table Displays	Product Placement
Sampling	Brochure Placements	Competition Boxes



▲
Samsung LHR T5 Concorde Room
Burberry LHR T5 Club South
Kallos Gallery LHR T5 Concorde Room

Boarding Passes

Boarding pass advertising offers a targeted media solution consisting of one prominent advertising spot. The sponsor becomes part of the document with 1/3 of the page exposure.

The boarding pass is the second most important travel document after your passport.

Advertisers are able to target specific audience by departure/arrival airport, class of travel, Exec Club tier, gender and nationality.



► Sennheiser

Digital Screen Network

Reach 532,167 premium customers per month with 31 screens
across 12 lounges



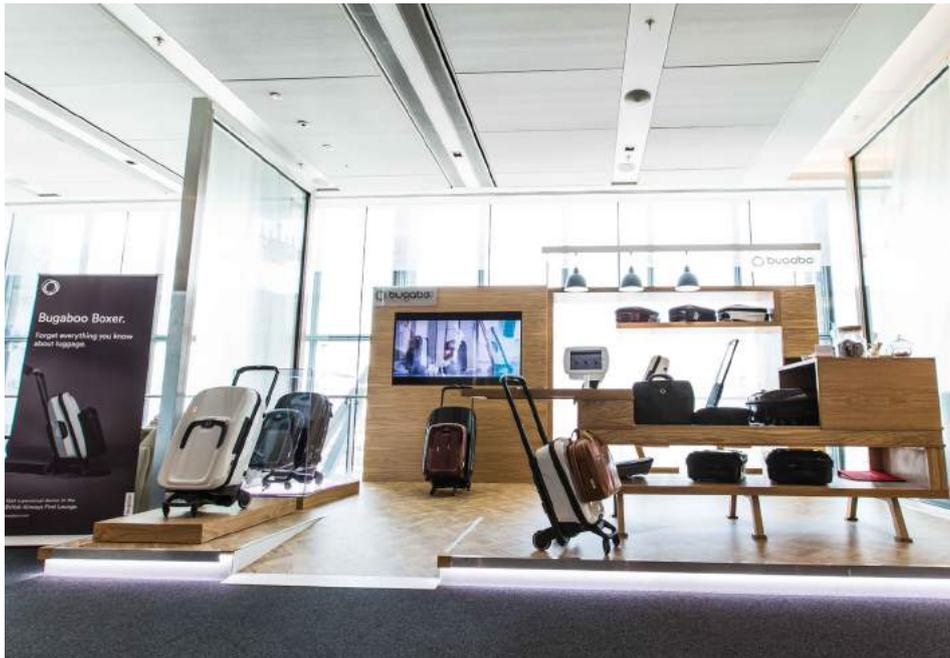
Intercontinental LHR T5 Club South

Experiential Zones

Locations are available across our entire lounge network for you to connect consumers with brand experiences that are exciting, engaging and immersive.

Trained brand ambassadors can be used in order to educate customers, drive sales and enhance your brand presence.

We have a variety of methods available to measure ROI including data capture, footfall analysis and research.



▲
Bugaboo LHR T5 First Lounge
Jo Malone LHR T5 Club South

Sampling

From wine to beer, biscuits to sweets and everything in between, the lounges offer an ideal environment to promote your product.

You can reach customers through simple product placement where people help themselves or a more interactive sampling campaign with staffing on hand to educate customers, drive sales and enhance your brand presence.

We have a variety of methods available to measure ROI including data capture, footfall analysis and research.

Festivals + Sponsorship

Festivals are a celebration of variety, offering customers something new to explore in the lounge and a chance to taste different spirits, wines, beers and more from around the world. Take advantage of the chance to place your brand directly into the hands of your target audience.



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Hendricks Gin Festival, LHR T5 First Lounge
Kew Gardens Gin Festival, LHR T5 First Lounge
Rioja Sampling, LHR T5 Club South
Jude's Ice Cream Sampling, LHR T5 First Lounge

Static Posters

Static posters are large format, have huge stand out and are placed in high footfall and long dwell time locations.

They are a great complement to experiential campaigns.

This opportunity is available throughout the global lounge network.

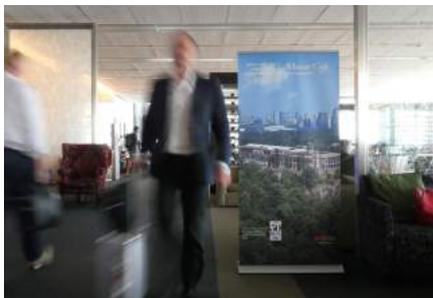
Screen Wrap

Surprise and engage our audience with a wrap of our Club South dividing screen. This dominant, large format is visible from the front entrance and double sided.

Positioned next to the high footfall news cube and buffet areas.



◀
Valentino LHR T5 Club South
Microsoft LHR T5 Club South



▶
Mexico LHR T5 First
Haig Club LHR T5 Club



Table Displays

Table displays are an eye catching way to promote products and capture the customers' attention at their most receptive. Unleash your creative thinking with a variety of formats to excite and entice the BA audience.



▲ Haig Club LHR T5 Club South

Table Tops

Located throughout the lounge, premium table top and table display advertising is unmissable.

Table tops can accommodate detailed information about a product or service, and are carefully placed within the main lounge seating areas for maximum customer engagement.

This opportunity is available throughout the global lounge network.



▲ Molton Brown LHR T5 First Lounge

Brochure Placements & Competition Drop Boxes

Brochures are an ideal and cost effective way to distribute material to the BA customer.

Placed on news cubes, magazine tables and within the seating area in high footfall locations.

Data capture using competition drop boxes and engage with customers while they are in an amenable and open state of mind.



▲
The Balvenie LHR T5 Concorde
Sunseeker LHR T5 First Lounge

Screen Savers

A full screen saver on every monitor in the Work & Entertainment Zones (WEZ) delivers a high visibility branding opportunity. A leaderboard with destination URL on the WEZ homepage directs customers to your preferred location.



◀ Jaguar LHR T5 Club South
Barclays Sponsored Wi-Fi
Universal Studios On-board

Wi-Fi

Capture the attention of our influential audience at both work and leisure with exclusive sponsorship of the British Airways lounge Wi-Fi. Sponsorship of log-in and landing page including white-listed campaign URL's in the UK and the US.

Advertising covers all Wi-Fi technology connections including mobile, tablet and laptop devices.

Meal Tray Cards

Meal Tray Cards are placed on the meal trays within the following long-haul cabins:
World Traveller, World Traveller Plus and Club World.

Route and cabin specific campaigns are available.

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