

Excellence Awards - 2021 Entry
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Entry ID: 9759

Third Party Authorization

Are you entering on behalf of, or in association with, any third party?: Yes

If yes, please tick here to confirm you have the third party's permission to submit this entry: Checked

Basic Information

Category: 15. Travel, Leisure or Tourism Campaign

Entry Information

Entrant company name: Taylor Herring

Client name (for joint entries only): easyJet

Entry title:

EASYJET TACKLES THE COVID-19 CRISIS

Entry

Brief, objectives and budget:

EasyJet asked us to develop a communications campaign to help them retain relevance and visibility during the global pandemic anticipating a continual stop/start impact on travel.

The brief spanned a year of activity with three key objectives:

- 1) Covid confidence (education about new bio-security measures)
- 2) Creating news moments to activate as flight restrictions lifted
- 3) Supporting customers through lockdown (highlighting easyJet's family friendly credentials)

Budget: £90k annual retainer + £50k production costs

The idea, research and planning:

The Covid-19 pandemic caused unprecedented disruption to the travel industry.

This entry details a year long multi-faceted campaign to keep easyJet front of mind during this period of uncharted territory.

The year of campaigning saw the airline tackle child anxiety, raise money for Age UK, support home-schooling, volunteer crew to support the nationwide vaccination programme and boost female pilot recruitment - all with the aim of keeping easyJet culturally relevant within an increasingly bleak media landscape.

Strategy, creativity and innovation:

We had to walk a sensitive line between hard news and lighter stories - balancing the seriousness of the new safety measures with activations that would bring some much-needed light relief to customers unable to fly.

We started by developing a comprehensive relaunch strategy to first re-establish trust and confidence, then push the brand personality.

Communication was developed in tandem with advice from various national and aviation authorities.

We started with health and safety, demonstrating the new measures which included disinfecting planes and the new requirement to wear protective face masks onboard.

Once confidence was restored, we could then branch out into more personality-focused creatives.

Across our campaign, we wanted to tap into the array of expertise at the airline - utilising cabin crew, pilots and the bio-safety team to humanise the storytelling.

Delivery/implementation of tactics:

Spring

As the initial lockdown rules eased, we wanted to reassure passengers that it would be safe to fly again so we developed a pan-European toolkit to communicate the airline's biosecurity measures.

A 'Wellbeing' explainer video brought to life the 'end-to-end' passenger experience from pre-flight checks, to airport biosecurity measures through to disembarkation.

Bespoke animation sequences illustrated the function of easyJet's state of the art HEPA filters which extract 99% of airborne viruses and photography was captured to highlight each new measure.

Video content was sliced/diced for the airline's channels and easyJet's CEO Johan Lundgren completed interviews on video conference and on the tarmac at Gatwick

Summer

Ahead of flying resuming on June 15th, we had to communicate the importance of face mask coverings, required for all passengers on planes.

Young families represent 52% of all easyJet travellers, however we realised that the sight of people in masks at airports and on board could be an intimidating sight for children.

We wanted to take the fear-factor out of travel for kids - normalising face coverings at the airport and on board. Thus, we engaged Marvel artist Will Sliney to create a new range of superhero-inspired face mask covers for young flyers.

30,000 unisex character themed masks were made available to children from airports across Europe in the summer. In addition, a series of drawing tutorials were made available via easyJet's channels.

Autumn

The lead up to Christmas is a busy time for air travel however restrictions on travel took another downward turn with the nation plunged into Tier 4 & 5 lockdown rules.

We wanted to bring a bit of joy to the nation (and remind people why they love to fly) by bringing the magic of the inflight experience to customer's doorsteps. We partnered with Deliveroo to launch the 'Cabin Trolley Home Delivery Service' where customers could order a drink or their favourite in-flight snack to their homes served up by actual cabin crew in flight attire.

The service was free, with customers encouraged to make a small donation to Age UK, with all contributions matched by easyJet.

Winter

The airline wrote to Boris Johnson offering to help with the mass immunisation programme. Furloughed EasyJet cabin crew were trained to administer coronavirus vaccines. The initiative generated national TV coverage.

The UK's third lockdown hit the industry hard and the closure of schools left many parents struggling to cope, so we launched 'easyJet Flightsize,' - a collection of online lessons to help parents with home-schooling. The virtual classes In Geography and Physics were designed to keep children aged 7-10 engaged and entertained.

Fronted by easyJet pilots, lesson topics included 'how planes fly' and 'why weather is important' and each video contained activities and challenges to try at home.

As schools returned on March 8th we launched a virtual pilot school visits programme to encourage more girls to become pilots. Teachers and parents could request a virtual visit from a female easyJet pilot, who would join classrooms via video link.

Measurement, evaluation and impact:

- 1000+pieces of media coverage have been achieved in the UK
- 83% of coverage included our video/photography- embedding the wellbeing video and key biosecurity imagery.
- Key high value media secured included: BBC, ITV, Sky News, The Times, Guardian, The Sun, Daily Mirror
- 94% of coverage for Trolley Home Delivery service included click-through links to easyJet/Deliveroo
- Deliveroo slots for Cabin Trolley sold out in 10 minutes
- Fully branded page-lead coverage in Daily Express and Metro for Flightsize
- 98% of articles Cabin Trolley, Flightsize and International Women's Day included branded imagery
- 10m+ reach for Flightsize lesson videos
- 300% uplift in web traffic
- Web searches on the day of mask launch: 1 Million vs. 300k same day previous week
- 30% rise in the airline's share prices upon the launch of the campaign
- 64% rise in sales upon relaunch
- International Women's Day initiative featured as one of Drum's best brand campaigns that '#ChooseToChallenge'

"This programme of activity was a clever and effective way of keeping the brand top of mind for consumers through impactful consumer coverage. Crucially it has also helped to turn potentially difficult messages into positive campaigns, which encouraged people to have confidence to travel whilst also demonstrating that easyJet is a family friendly brand that puts the customer first."

ANNA KNOWLES

DIRECTOR OF PR & CORPORATE AFFAIRS, EASYJET

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided

Campaign image (if entering individual/team awards, upload headshot/team photo here):

Provided

Company logo:

Provided

Please write a 30 word entry summary in the third person:

As the pandemic hit, easyJet launched a year-long multi-faceted campaign to keep the brand front of mind, involving: tackling child anxiety, raising money for Age UK & supporting home-schooling.
