

Chinese whispers^o DDB China Group

Rapp Collins flies high after Silver and Bronze Dragons for Virgin Atlantic campaign



All smiles: David King, MD of Rapp Collins China with colleagues Naomi Allan and Jennifer Ye

The sky is the limit. Rapp Collins' 8th Birthday Campaign for Virgin Atlantic in China picked up 2 Dragons at the 2008 Promotion Marketing Awards of Asia.

A silver for *Best Trade Marketing Campaign* and a Bronze for *Best Business to Business Campaign*.

The Challenge

Virgin Atlantic was facing aggressive pricing from its two competitors on the Shanghai—London route: China Eastern and British Airways. But Virgin still has a key advantage: it is the only airline to fly the route everyday. With Virgin's 8th birthday in China, Rapp Collins, part of DDB China Group developed a strategy to exploit the event and drive ticket sales on a small budget.

The Idea and Execution

Knowing that 75% of Virgin Atlantic sales of daily flights from Shanghai to London were generated by just 30 travel agents in China. Rapp hatched the idea to turn travel agents into Virgin Atlantic advocates.

Using Virgin's 8th birthday in China as the rationale, agents were offered a *guaranteed* birthday present reward for EVERY ticket sold. Participating was simple: for every flight sold the agent could play an online "8" scratch card game with a guaranteed prize— such as luggage straps, baseball caps, T-shirts, and even return tickets to London— every time.

Our top advocate travel agents were also invited to meet Richard Branson at a glamorous party in Shanghai, also organized by Rapp Collins

The Results

Over 4 million RMB of tickets were sold in just 8 days— 32% more than the target set by the Client. The incremental return on marketing investment was 11:1.

That translated into one happy client and 2 shiny awards for us.

Hurray!

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