



BRITISH AIRWAYS

The Changing Face of Our Distribution

Richard Tams

Head of UK & Ireland Sales &
Marketing

Discussion points

- Multi Channel Strategy
- Caribbean Mix
- Growth of Direct v Indirect
- Internet Opportunities
- **Social Media**



Why is BA engaged with Social Media?

- **Over 50% of the world's population is under 30-years-old and 96% of them have joined a social network**
- **Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...**
- Facebook added over 200 million users in less than a year and the fastest growing segment on Facebook is 55-65 year-old females
- If Facebook were a country it would be the world's 3rd largest ahead of the United States and only behind China and India
- 25% of consumers who connect to brands on Facebook do so to receive discounts

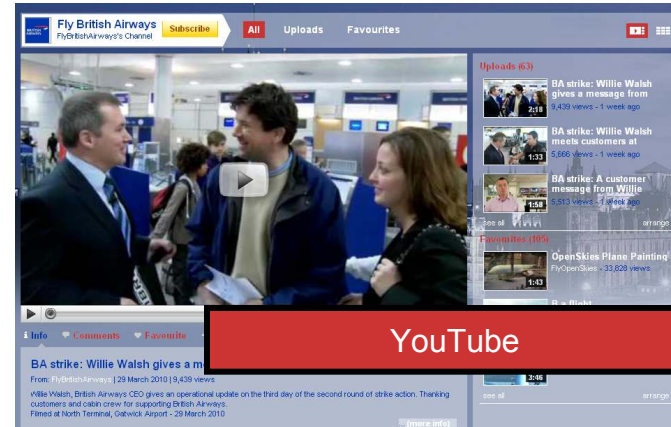


Why is BA engaged with Social Media?

- **There are over 200 million blogs and 34% of bloggers post opinions about products & brands**
- People care more about how their social peers rank products and services than how Google ranks them
- **78% of consumers trust peer recommendations. Only 14% trust advertisements**
- Ashton Kutcher and Ellen Degeneres (combined) have more Twitter followers than the populations of Ireland, Norway, or Panama
- **23% of Twitter users follow businesses to find special deals**
- We believe that our customers will no longer search for our products and services, they will find us via social media
- **Social Media isn't a fad, it's a fundamental shift in the way we communicate**



BA Social Media Channels



BRITISH AIRWAYS

The Changing Face of Our Distribution

BA on YouTube

BRITISH AIRWAYS Fly British Airways FlyBritishAirways's Channel [Subscribe](#) [All](#) [Uploads](#) [Favourites](#)

BA strike: Willie Walsh gives a message from Gatwick airport - 29 March
From: FlyBritishAirways | 29 March 2010 | 9,439 views
Willie Walsh, British Airways CEO gives an operational update on the third day of the second round of strike action. Thanking customers and cabin crew for supporting British Airways.
Filmed at North Terminal, Gatwick Airport - 29 March 2010

Uploads (63)

- BA strike: Willie Walsh gives a message from**
9,439 views - 1 week ago
- BA strike: Willie Walsh meets customers at**
5,666 views - 1 week ago
- BA strike: A customer message from Willie**
5,513 views - 1 week ago

Favourites (105)

- OpenSkies Plane Painting**
FlyOpenSkies - 33,828 views
- B.a flight**
guycc1 - 422 views
- sanfrancisco airport**
guycc1 - 471 views

As at 2 October 2009



BRITISH AIRWAYS

The Changing Face of Our Distribution

Why YouTube?

- Our brand in front of consumers via a channel with 100 million users, in their space & on their time
- 1-2-1 conversations with consumers, building brand engagement & long-term loyalty
- The ability to recruit new fans and travellers, who previously have not considered BA, through conversations, & engaging, relevant and entertaining video content
- Instant customer feedback on campaigns & promotions
- Revenue potential via links to ba.com
- Cost reductions through hosting video content on YouTube



BA on Twitter

BRITISH AIRWAYS

twitter

Home Profile Find People Settings Help Sign out

Name: British_Airways
Location: UK
Web: <http://www.ba.com>
Bio: The official Twitterstream of British Airways in the UK. If you're in North America follow @British_Airways

4,982 following 12,466 followers 719 listed

Tweets: 1,833

Favorites

Lists

ba twitter accounts

Following

We've got some late holidays deals <http://bit.ly/254Jup> #holidays #deals

UK = 22,766 followers

BRITISH AIRWAYS

twitter

Home Profile Find People Settings Help Sign out

Name: BritishAirways
Location: North America
Web: <http://www.ba.com>
Bio: The official Twitterstream of British Airways North America. If you're in the UK, please also follow @British_Airways

1,242 following 26,451 followers 916 listed

Tweets: 532

Favorites

Actions

message BritishAirways block BritishAirways report for spam

Following

@RowellPhoto Please 'Follow' me so I can DM you with an update on your claim. Cheers.
8:58 PM Apr 1st via CoTweet in reply to RowellPhoto

#BABL Business Life meets Nobel Prize-winning Economist Joseph Stiglitz <http://bit.ly/bv1cqr>
5:22 PM Apr 1st via TweetDeck

@pbthpunk Upgrade offers from WT to WT+ simply gives option of

US = 62,453 followers

Launched US Twitter stream in October 2008 and UK Twitter stream in December 2008

We have been tweeting from this conference

twitter

Home Profile Find People Settings Help Sign out

Name: GreatBritons
Location: London, UK
Web: <http://www.greatbritons.com>
Bio: We're looking for the best of the home-working on Great Britons. British Airways is looking for a chance to help British talent. Visit our site for the chance to win the rights.

703 following 807 followers 19 listed

Tweets: 1,249

Favorites

Actions

message GreatBritons block GreatBritons report for spam

Voting has now closed...and we're pleased to announce our winners! Check <http://bit.ly/pmE7n> to see which entries have become Great Britons.

2:17 PM Mar 25th via CoTweet

British entrepreneur Niall Cochrane, shortlisted, is seeking flights to market his multi-touch technology abroad. <http://bit.ly/bc5qz>

Green-fingered Anna Greenland, shortlisted, is hoping to win

807 followers

twitter

Home Profile Find People Settings Help Sign out

Name: MetroTwin
Location: New York and London
Web: <http://www.metrotwin.com>
Bio: The Twitter feed of MetroTwin.com - the best of London and New York in one place.

968 following 2,517 followers 84 listed

Tweets: 2,233

Favorites

Lists

@MetroTwinUK

As there are still blue skies outside, I am going to tempt fate and post our list of London's coolest al fresco eateries: <http://ow.ly/1v8gS>
10 minutes ago via TweetDeck

Underground, Overground... cool find >> RT @kathartindae: Recycled biospace, from NY to LON, <http://bit.ly/20V7U4E>

Perth Station is so hot right now >> interactive map tracking bus

message MetroTwin block MetroTwin report for spam

2,517 followers



BRITISH AIRWAYS

The Changing Face of Our Distribution

Why Tweet?

- Our brand in front of consumers, and in front of the friends of our followers, via a global channel with over 45.5 million unique monthly users, in their space and on their time
- Conversations with our fans, building brand engagement and long-term loyalty
- The ability to recruit new fans and travellers, who previously have not considered BA, through conversations and engaging & entertaining content
- The ability to use brand advocates to promote and defend BA
- Instant customer feedback on products, promotions and services



Flyertalk

The screenshot shows the Flyertalk website interface. At the top, there is a navigation bar with links for Home, Forums, Members, Extras, and Help. Below this is a banner with the Flyertalk logo and a search bar. A secondary navigation bar includes links for Jump to Forums, Miles & Points, Travel & Dining, Community, and OMNI. The main content area is titled "British Airways Executive Club" and includes a login section with fields for User Name, Password, and a "Remember Me?" checkbox. Below the login section are links for Register, FAQ, Calendars, Today's Posts, and Search. The forum listing shows a table of threads with columns for Thread / Thread Starter, Rating, Last Post, Replies, and Views.

Home | Forums | Members | Extras | Help

flyertalk

Jump to Forums: Miles & Points | Travel & Dining | Community | OMNI

my flyertalk

FlyerTalk Forums > Miles&Points > Airline Programs
British Airways Executive Club

User Name User Name Remember Me?
 Password

Use your **Facebook** account to securely log into this site! Click the logo to log in!

[Register](#) [FAQ](#) [Calendars](#) [Today's Posts](#) [Search](#)

[New Thread](#) Page 1 of 1842 1 2 3 4 5 6 7 11 51 101 501 1001 > Last »

Threads in Forum : British Airways Executive Club [Forum Tools](#) [Search this Forum](#)

Announcement: Voting is Open for the Frequent Traveler Awards!
 IB-Dick (Administrator) Views: **3,191**
 Sep 26, 10

	Thread / Thread Starter	Rating	Last Post	Replies	Views
	Sticky: The BA Board Help Desk (1 2 3 4 5 ... Last Page) Prospero started Oct 24, 09		Sep 27, 10 10:46 am by stimpj	111	17,498
	Sticky: READ THIS FIRST - The Ultimate Guide to all things British Airways (1 2) Grand Union started Feb 1, 10		Feb 1, 10 3:49 pm by Prospero	25	25,684
	Sticky: The BA Upgrade Guide and BA Seating Policy Guide		Jan 22, 09 2:00 pm	1	68,976



BRITISH AIRWAYS

The Changing Face of Our Distribution

Why Flyertalk?

- Our brand in front of our Executive Club members
- Conversations with our most loyal customers, building brand engagement and long-term loyalty
- The ability to use brand advocates to promote and defend BA
- Instant customer feedback on products, promotions and services
- Face to face time – new aircraft visits



The Day we went to Cardiff!



BRITISH AIRWAYS

The Changing Face of Our Distribution

Lurking

Active monitoring of the BA brand, and sub-brands, online through a number of tools, allowing us to:

- Use social media tools to monitor what people are saying about the BA brand
- Identify places where negative stories might be starting and engage to turn around the sentiment
- Identify people who might become advocates for BA in the social media space
- See how new products or services are being accepted (nor not) by consumers and customers



3 Top Tips

1. Consumer opinion is expressed 24/7 and not 9 to 5 so resource accordingly
2. Do not ignore chat threads that are negative to your product, get involved and win some ground
3. Give people a reason to engage with you. Offer them something unique to be a 'fan'.

