



**BRITISH AIRWAYS**

## The Changing Face of Our Distribution

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# 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

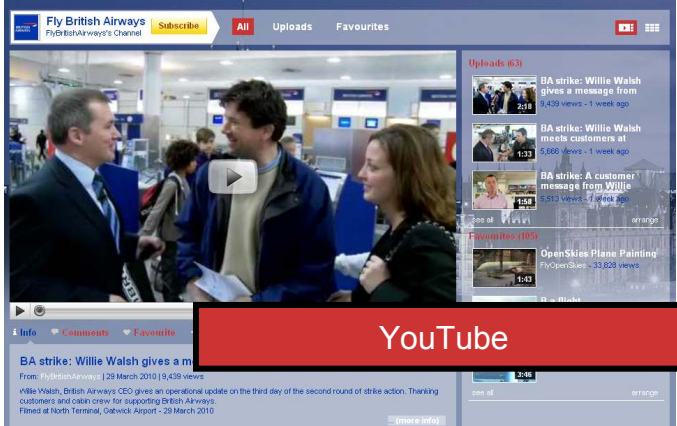


# Why is BA engaged with Social Media?

- **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



# 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



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# 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](http://ba.com)
- Cost reductions through hosting video content on YouTube



# BA on Twitter

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twitter

Home Profile Find People Settings Help Sign out

Name British Airways UK  
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**

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twitter

Home Profile Find People Settings Help Sign out

Name British Airways N.A.  
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

**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 Great Britons  
Location London, UK  
Web <http://www.greatbritons.com>  
Bio Welcome to the best of the home-coming 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

**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

@MetroTwinHQ  
@MetroTwinHQ

**2,517 followers**



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



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# 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!



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# 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'.

