



VIRGIN AUSTRALIA VIDEO SERIES - CONCEPT 1

virgin australia & new zealand, bro

A proposed "rebrand" PR stunt and vox pop series to promote Virgin Australia as a top-of-mind, all-inclusive flight option between Australia and New Zealand and champion connectivity between the two nations. This tongue-in-cheek series idea proposes a length-of-campaign rebrand (some ideas below). It will be supported with vox-pop interviews with an aim to garner some good/amusing responses. These interviews can focus on perceived similarities and differences between the two countries. One of the questions might be: "Have you flown [insert rebranded name] yet?"

Flight information mandatories and benefits to be included -
eg. convenient, easy and enjoyable flights that offer an all-inclusive service.



VIRGIN AUSTRALIA VIDEO SERIES - CONCEPT 2



This video-series treatment will speak to the all-inclusive benefit of flying with Virgin Australia, offering a mix of useful and cheeky tips for the Aussie traveller to New Zealand. We could showcase New Zealand as an exotic land on your doorstep, a land of wondrous landscapes, wildlife and strange people with funny accents and customs. It could be presented by one or multiple Kiwi talents (eg. sports identities, musicians, comedians). For example, ex-All Black Brad Thorn might detail a mixture of amazing destinations and experiences mixed in with tongue-in-cheek tips tailored for Australian

travellers, including where to go, where not to go, dialect translations and so on. "Go see the rugby at Eden Park... actually maybe skip that one..."

As an option to extend the concept further, we could potentially create or commission Virgin Australia's New Zealand Survival Guide booklet, in the same light tone, that details destinations and tips and dos and don'ts.

Flight information mandatories and all-inclusive service benefits to be included. (eg. "Virgin Australia: now with complimentary traditional Kiwi lamington".)



VIRGIN AUSTRALIA VIDEO SERIES - CONCEPT 3

THE INZIDERS

This one is a talent-driven video-series idea. Adding further credibility to Virgin Australia as an excellent, all-inclusive Aust-NZ service, we would interview the “iNZiders” – prominent and/or interesting Kiwi expats living in Australia. Expats who have made their mark here and frequently fly back to New Zealand through Virgin Australia.

They could relate the first thing they do when they go back to New Zealand, their favourite restaurant, destination, experience, landmark, and so forth, making them as informed, or better informed, than your average travel agent, and probably far more engaging. Every answer will be unique but will provide insight about what New Zealand has to offer Australians – from adopted Australians who know.

Flight information mandatories and benefits to be included – eg. convenient, easy and enjoyable flights that offer an all-inclusive service.

Talent would be determined by the available budget.