



MAGAZINE COLOUR ADVERTISEMENT

Promoting the BOAC VC10

NOW being launched, with a start in the United Kingdom and Africa, is BOAC's biggest-ever advertising campaign. The corporation does not reveal total expenditure on the operation, but its importance can be judged from the capital investment involved in the largest aircraft order BOAC has ever placed, covering 12 Standard and 30 Super VC10s worth, with spares, more than £150m.

Evolution of the basic promotional policy began nearly three years ago, when Mr John Knox, advertising manager of the corporation, recommended an approach to BAC concerning a specialized "passenger appeal" presentation. Following this, the most immediate consideration was whether a name would give any significant advantages over the manufacturer's own designation. World-wide research, using in the USA a specialist agency of Princeton University, established that a change of title would make little difference to public awareness of the aircraft and that the key factors were what it had to offer and the weight of promotion put behind the title eventually adopted. In view of the publicity BAC had already given to "VC10" the corporation decided to retain this designation, but on all occasions to promote the aircraft as the "BOAC VC10."

Long before the type flew, the commercial director of the corporation appointed Mr John Knox chairman of the BOAC VC10 Promotion Committee, on which sat the corporation's general traffic manager, cabin services manager and passenger sales development manager, and on which the chief of public relations was represented. It is known that business traffic shows a much greater sensitivity to the introduction of new equipment than does pleasure travel, and the initial campaign objective became an increased share of the existing market. Long-haul business passengers, say BOAC, travel a lot and "shop around" the airlines. These people will welcome the marked advantages of the aircraft—its comfort, spaciousness, silence, short take-off and landing, and its edge in speed.

The corporation comments: "These things the initial BOAC VC10 campaign strongly highlights. Yet just as important in selling tickets is the attitude potential travellers develop towards a new aircraft. It was therefore decided that the initial campaign

must capture all that the BOAC VC10 has to offer, but that it must centre on an intensely appealing brand image that would mark itself indelibly on the public mind throughout every phase of the operation. Artist Frank Wootton has captured the very spirit of the aircraft with his superb impression."

At a presentation in London recently to component manufacturers associated with the BOAC VC10 project, Mr Knox stressed the tremendous task the corporation had ahead of it promoting the aircraft against world-wide competition. He showed specimens of the numerous announcements Boeing had run publicizing the 707; these, he emphasized, had even included heavy advertising in the big-circulation US women's magazines. The weight of Boeing's 707 promotion was probably the deciding factor in the speedy public acceptance of the aircraft. He urged the component manufacturers to help in publicizing the BOAC VC10 at every opportunity, and distributed special kits. Already some manufacturers are using this BOAC VC10 material in their own publicity.

The aircraft goes into service with the corporation next spring and the initial campaign involves whole pages in the national newspapers. The follow-up announcements combine whole-page spaces with "traditional" BOAC double-columns, emphasizing further passenger advantages. A vast range of material—from hoardings, posters and brochures to aircraft models, window displays, films, match-book covers and even a BOAC VC10 tie and a cocktail—supports them.

As the corporation puts the aircraft into service on more and more of its routes, other advertising campaigns—in most of the 50 languages in which BOAC advertising currently appears—will introduce the new aircraft to the six continents. This publicity, although still directed from London, will bring in almost all of the corporation's 50 advertising agencies and affiliates throughout the world. The global campaign will even include such items as 100ft hoardings on the banks of the Suez Canal and "illuminated spectacles" in New York's Times Square. A great variety of literature and displays for travel agents, produced by the BOAC Advertising Branch in London, will also appear in a score of languages. Eventually every person in the Western countries who is in the long-haul air-travel market will be "exposed" to the BOAC VC10 story.