

Virgin Atlantic

cinemarketing activity

Virgin Atlantic created an innovative, fully integrated promotion in the Hoyts La Premiere cinemas to launch their new Premium Economy Class, featuring bigger, wider seats and a lot more comfort.

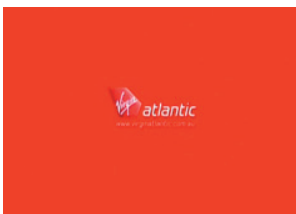


To complement their on-screen campaign Virgin Atlantic introduced the theme of “Getting used to feeling Posh” for one week in the Hoyts La Premiere cinemas. The all-encompassing promotion had a Virgin Atlantic branded London Cab strategically parked at the entrance to the cinema complex and in the main foyer, a red carpet led to a display of the new premium economy class seats, where 2 ‘posh guests’ invited cinemagoers to test the seats, to the accompaniment of music provided by a violinist.



Tickets purchased at the La Premiere ticket office were provided in Virgin Atlantic wallets and popcorn, drinks and ice-creams were served in fake leather containers. Branded napkins and coasters were placed on the tables between the seats within the cinema.

A further surprise element was introduced during the promotional week, when members of the public, seated in the conventional auditoria evening sessions, were randomly selected and upgraded to join the ‘posh’ audience in La Premiere, courtesy of Virgin Atlantic.



“Based on the theme of “Getting used to feeling posh”, the Hoyts Entertainment Quarter La Premiere promotion was the perfect venue for highlighting the benefits of Premium Economy in a fun and engaging way and the Bond movie, in the comfort of La Premiere, gave us the milieu we needed for enjoying a bit of ‘posh’”.
Ben Alcock, Trade Marketing Executive, Virgin Atlantic Airways.