

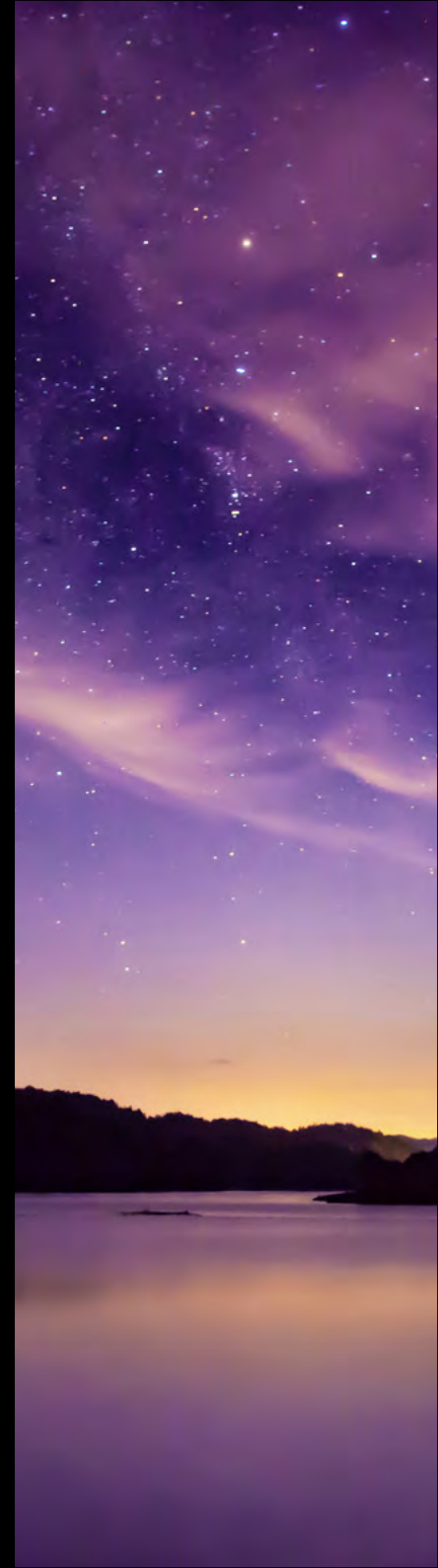
Airbus Brand relaunch

gravity
GLOBAL



Links to view

Lighting up the #BurjKhalifa <https://youtu.be/eqJj3vBo5qI>



Summary



Airbus approached Gravity to develop a brand platform that captured their newly penned purpose, “Pioneering sustainable aerospace for a safe and united world”. This purpose took a more responsible positioning, moving them away from the industry-wide product & feature-led marketing and onto a global platform that focuses on human experiences and outcomes, to demonstrate how Airbus’ aerospace innovation and drive can help improve society and the future of the planet.

Our task was to create an outward-facing construct that articulated this purpose in a meaningful and engaging way; resonating with all stakeholders. Ultimately, we needed to create a new voice to stand out and lead the growing chorus of sustainability – showing that Airbus recognises they have a vital role to play in the world’s ongoing push for sustainability and responsibility.

Our approach was to lead with an invitation in the form of the creation of a shared belief / movement. Giving Airbus a pivotal role in making change happen, to ensure the world continues to benefit from the advantages that the current and next generation of aerospace bring.

THE WORLD IS A BEAUTIFUL PLACE

A big idea that recognises – despite all its challenges – the world is an amazing and beautiful place, and as such it's worth protecting and preserving.

About the Client Company

Airbus is a global pioneer in the aerospace industry, operating in the commercial aircraft, helicopters, defence and space sectors.

It leads in designing, manufacturing and delivering aerospace products, services and support solutions to customers worldwide. With over 125,000 employees, and as the largest aeronautics and space company in Europe, Airbus is a true world leader.

Airbus is at the forefront of the aviation and space industry. It builds the most innovative commercial aircraft, supplying around half of all commercial airliner orders, and is a key manufacturer of space technologies to support human discovery in space and help our planet. Thanks to its deep understanding of changing market needs, customer focus and technological innovation, Airbus is Pioneering sustainable aerospace for a safe and united world.



Strategy

Like all businesses in aerospace, Airbus was faced with enormous challenges caused by the COVID-19 pandemic, when demand for air travel dropped. With airlines struggling to survive, purchasing new aircraft was at the bottom of their priority list. Existing orders were being postponed or cancelled. Put simply, Airbus was facing a significant fall in sales for a prolonged period.

Coupled with this was a rising sense of responsibility throughout societies – a focus on how we can all treat the world better, so that we don't destroy it.

As a result, air travel (and so aerospace companies) has been under increased scrutiny, which has resulted in ill-informed judgements on the role that the aerospace industry plays in rising CO2 emissions. So not only were people not travelling, they were demonising companies like Airbus, potentially harming their reputation.

This galvanised the entire industry in creating a voice that centred around “sustainability” – with aerospace brands doing all they could to convince the world that they do have the planet's best interests at heart.

Objectives of the campaign

To develop a brand and creative platform that articulated Airbus' purpose of "Pioneering sustainable aerospace for a safe and united world", with the flexibility to work across all aspects of the Airbus business and product range.

To create a series of campaign messages to support / communicate the brand platform and illustrate how Airbus has elevated from promoting products and features.

To help arrest the declining sentiment of Airbus – and the sector in general – by showing that aerospace businesses do understand the vital role they have to play in keeping the world beautiful and by providing evidence that Airbus has a multitude of programmes in place that are already delivering results.

The Target audience

- **Commercial Airlines** – one of Airbus’s largest customer groups. At the time of the campaign launch this audience was under immense pressure as they had experienced an extended period of low / no business due to Covid19. There are multiple decision-makers involved with aircraft purchase / servicing / maintenance. An understanding of the complex buying journey and the often disjointed buying decision-tree is absolutely essential to communicate effectively to this audience.
- **Defence Sector** – a direct purchaser of Airbus products and services. This audience hadn’t suffered the torrid time of their commercial sector peers – so our challenge with this audience was different. Here communicating in a feature-led way is the norm, wanting to see products in all marcomms. We did this by showing the positive results of a well-equipped defence sector – telling the sensitive story of how defence is essential and should be celebrated for its role as a force for good in helping keep the world beautiful, rather than hidden away.
- **Climate Change Community** – air travel is high on their agenda in terms of contributing to CO2 emissions. Air travel’s carbon footprint actually is a lot smaller than most commentators realise. Our job is to ensure this audience is properly informed so they are more accurate in the information they put out and more focused on where they might put their efforts.
- **Employees and Stakeholders** – vital, as they are at the forefront of delivering our message. The new purpose was given to the entire organisation as something they needed to understand, live and deliver. Our platform needed to help them articulate the purpose in a way that made it relevant and relatable for them, showing the role they have to play in keeping the world beautiful.

Media, channels and techniques used

A multi-channel approach was adopted, consisting of print, OOH, video and digital display in industry trade titles (a must in aerospace) and at industry shows. We supplemented this with additional, innovative high-impact channels / creative.

The first, and most noteworthy, was using the amazing LED display system on the Burj Khalifah to launch 'The World is a Beautiful Place' at the start of the 2021 Dubai Air Show. This was a world first for the aerospace industry and proved to be popular in putting the platform in hearts and minds of multiple audiences, including staff, who showed immense pride in being associated with such a launch.

We used large OOH formats at Air Shows in Dubai, Singapore and Berlin. All supported by print and digital advertising to help Airbus own the conversation at these.

The platform was also used to support several industry conferences and events all around the world and was amplified through search and social media.



Results

Key Takeaways

- The Burj Khalifa event set the scene and tone for many queries throughout the week following commercial aircraft announcements
- Commercial aircraft orders and agreements drove the vast majority of the external impact, stealing the show and securing share of voice versus nearest competitors

Media

- Airbus outperformed nearest competitor in terms of media visibility and media sentiment with over 50% share of “positive coverage” in traditional and online media
- Influential titles (Reuters, Bloomberg and The Air Current...) highlighted Airbus’ optimism about the aviation sector and Airbus recovery after uncertainty in pandemic


Social Media

- Airbus achieved more than twice the impact of nearest competitor with a higher number of posts and gross reach
- Social media drove most of the visibility (72%) of the 2021 Dubai Airshow
- The Airbus Burj Khalifa video generated a massive impact, especially on LinkedIn

Additional Metrics

- +58% more articles written about Airbus vs nearest competitor during event
- 188% more social media mentions about Airbus vs nearest competitor during event
- 110% increase in audience reach during event vs nearest competitor during event
- Airbus registered a higher Share of Voice in every region of the world, from 89% in Africa to a surprising 53% in America
- +57% uplift in traffic during event, compared to previous event
- +20% Dwell Time and Pages Visited

Client Testimonials



Airbus has embarked on a profound transformational journey. Before the recent health crisis and instability on the international scene, Airbus defined its purpose: to pioneer sustainable aerospace for a safe and united world. Our purpose guides our strategy for the future and decision-making throughout the company.

The new creative approach to our brand was developed by Gravity Global: The World is A Beautiful Place. This thought-provoking creative positioning demonstrates Airbus' commitment to sustainability and expresses our belief that the world really is an amazing and beautiful place, and that as a company, we must do everything we can to ensure it stays that way for future generations. With the TWIABP campaign, we aim to put the Airbus purpose of pioneering sustainable aerospace for a safe and united world at the centre of the proposal, depict a positive and optimistic future and build a platform that would resonate with all stakeholders.

The campaign has been launched in a variety of formats throughout the company and externally. The feedback is resoundingly positive. Our brand value and reputation KPIs reflect the goodwill and positive sentiment towards Airbus and its leadership. The visuals are provocative and sometimes surprising, boosting engagement from new audiences worldwide. In this time of change, our authenticity and credibility are expressed via this campaign. And to continue to invest, innovate and recruit, this is essential for the future of our sector.

Jennifer Newlands
Head of Strategy, Brand and Content Communications & Corporate Affairs, Airbus



Press Advertising

THE WORLD IS A BEAUTIFUL PLACE

Keeping it that way is at the centre of all we do. That's why, with our unwavering commitment to decarbonisation, Airbus is paving the way for sustainable aerospace. Today, our technological developments are already helping to safeguard our precious planet. Discover more about how we're leading the journey, shaping a brighter future for generations to come.

AIRBUS

BECAUSE
HOPE
IS
A
CRITICAL
MISSION



When you have people in need on the frontline, there is no option but to support. There is no airfield for miles. You need to reach a hostile environment in unforgiving terrain where the only options are short, unpaved airstrips. The multi-role Airbus A400M can carry 37 tonnes of aid, more than 100 people or even life-saving, heavy engineering equipment. It is capable of landing virtually anywhere, ensuring that civilians, units or communities who need support are never out of reach. With the A400M we can help them and protect our beautiful world.

AIRBUS

THE DIFFERENCE IS A HEARTBEAT

Seconds count when lives are on the line. It's why every feature of the Airbus H145 has been designed for safe, effective, and fast operations. With easy patient loading, state-of-the-art avionics to reduce pilot workload and a safer working area on the ground, the H145 ensures people get the medical care they need as fast as possible. All of this has made the H145 one of the emergency medical services market leaders around the globe – helping people every single day and making sure the world remains a beautiful place.

AIRBUS

VERSATILITY IS **A** STRATEGIC ADVANTAGE



Take no chances. The proven and versatile Airbus A330 MRTT delivers more fuel, cargo, and passengers than any other tanker, while the latest evolution delivers the same more safely and efficiently through its fully Automatic Air-to-Air Refuelling capacity, helping to ensure the world remains a beautiful place.

AIRBUS

EVERY
CALL
IS
A
CALL
TO
ACTION

The Airbus H225 provides all-weather search and rescue (SAR) capabilities. With its outstanding range, speed, endurance and payload, it's the clear choice for both commercial operators and governmental agencies. But it's the precision that sets the Airbus H225 apart. In highly challenging maritime environments, its 4-axis autopilot provides stability and flight envelope protection. Cockpit crew benefit from SAR modes with search patterns, plus an automatic transition to hover with a 1-metre accuracy. It's easy to see why the Airbus H225 is ready for any mission, helping keep the world a safe and beautiful place.

AIRBUS

EVERY
CALL
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TO
ACTION



When armed forces are scrambled, they put their lives on the line, so they need a helicopter they can trust to get the job done, whatever the weather, whatever the situation. Versatile, multi-purpose, and equipped with a renowned automatic flight control system and upgraded avionics, the H225M is the long-range helicopter they can rely on. There will always be risk and danger, but wherever the call comes from, the H225M will help to keep our world beautiful and safe.

AIRBUS

SOLVING
PROBLEMS
IS
A
MATTER
OF
PERSPECTIVE

To ensure the world remains a beautiful place, we're helping place space at the heart of the global infrastructure that will help define the future. With space technologies that provide seamless connectivity, precision navigation, Earth observation and the utmost security, follow our journey as we take the next great leaps forward to unite and protect our ever-evolving planet.

AIRBUS

DEFENCE IS A FORCE FOR GOOD



Helping to keep the world a beautiful place, Airbus provides countries with military solutions to protect their citizens, values, and vital infrastructure. With advanced technology across the domains of land, sea, air, space, and cyber, it is our mission to pioneer sustainable aerospace for a safe and united world. That's why protecting it is at the heart of all we do, ensuring frontline personnel and entire communities get the support they need, at the time they need it most.

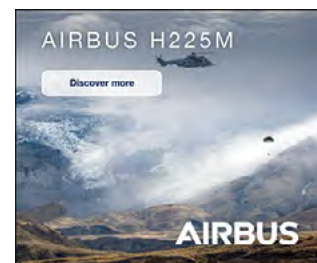
AIRBUS

Digital Advertising

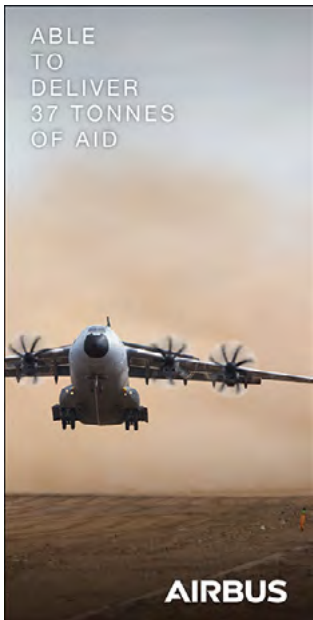
300x600px - H145



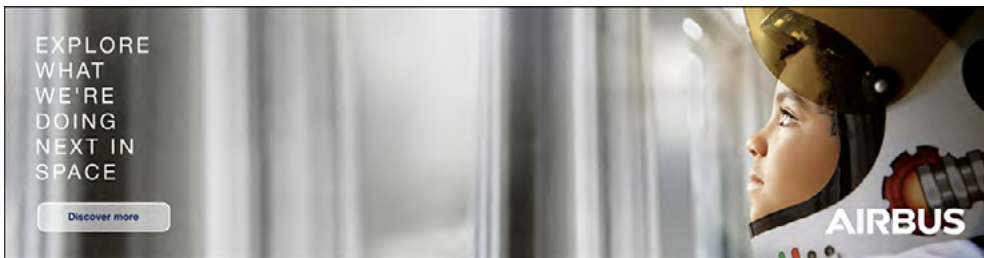
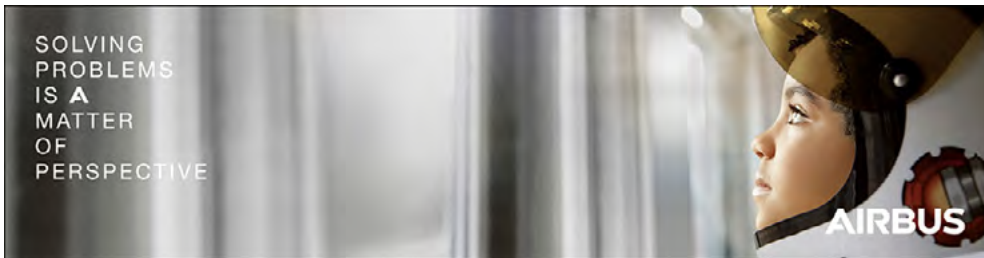
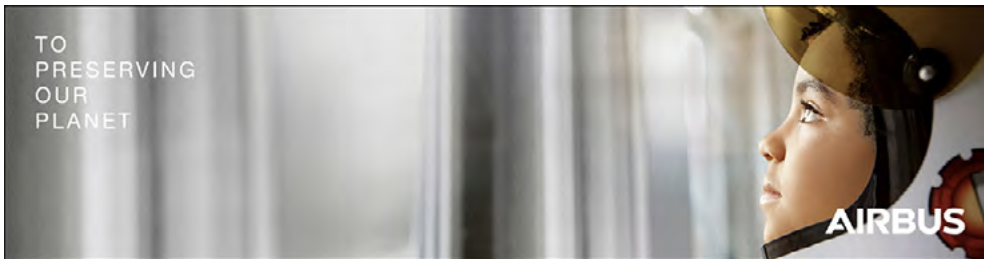
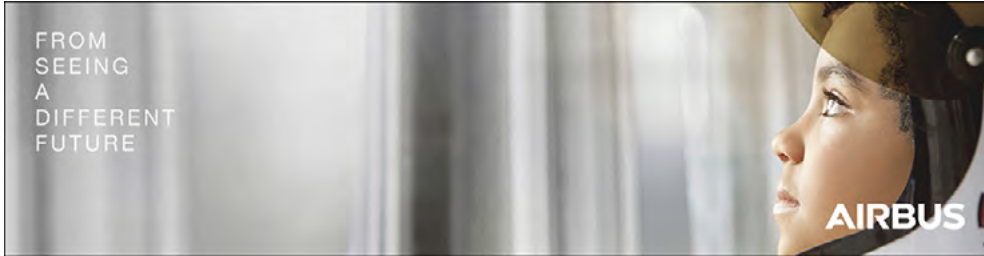
300x250px - H225M



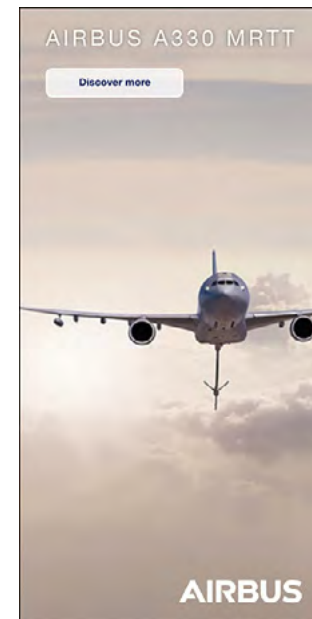
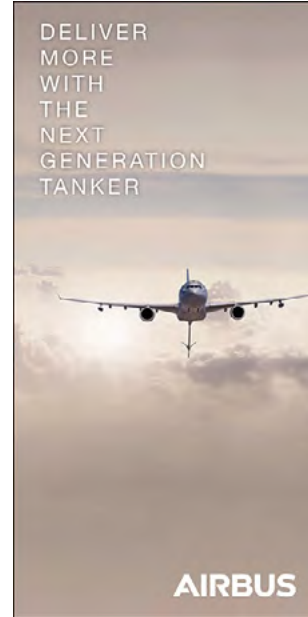
300x600px - A400M



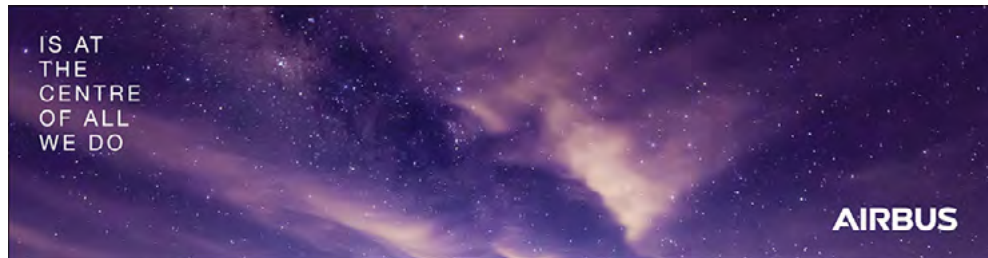
970x250px - Space



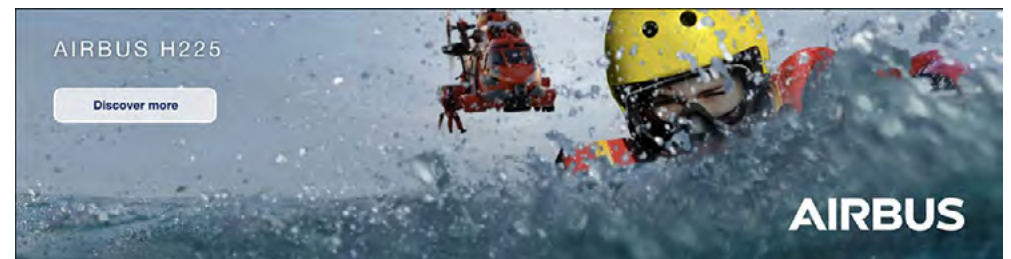
300x600px - A330MRTT



970x250px - Corporate



970x250px - H225 SAR



Thank you
from Gravity Global



gravity
GLOBAL