


# AUTHENTICITY AND RELEVANCE

Creating brand content that's win-win  
for the viewer and for the business

Paul Buckley, Head of Social Media

 @paulbuckl

Aer Lingus 

planned

Always-on

Everyday

Campaign

event

Reactive

Live

unplanned

# Bonfires and fireworks

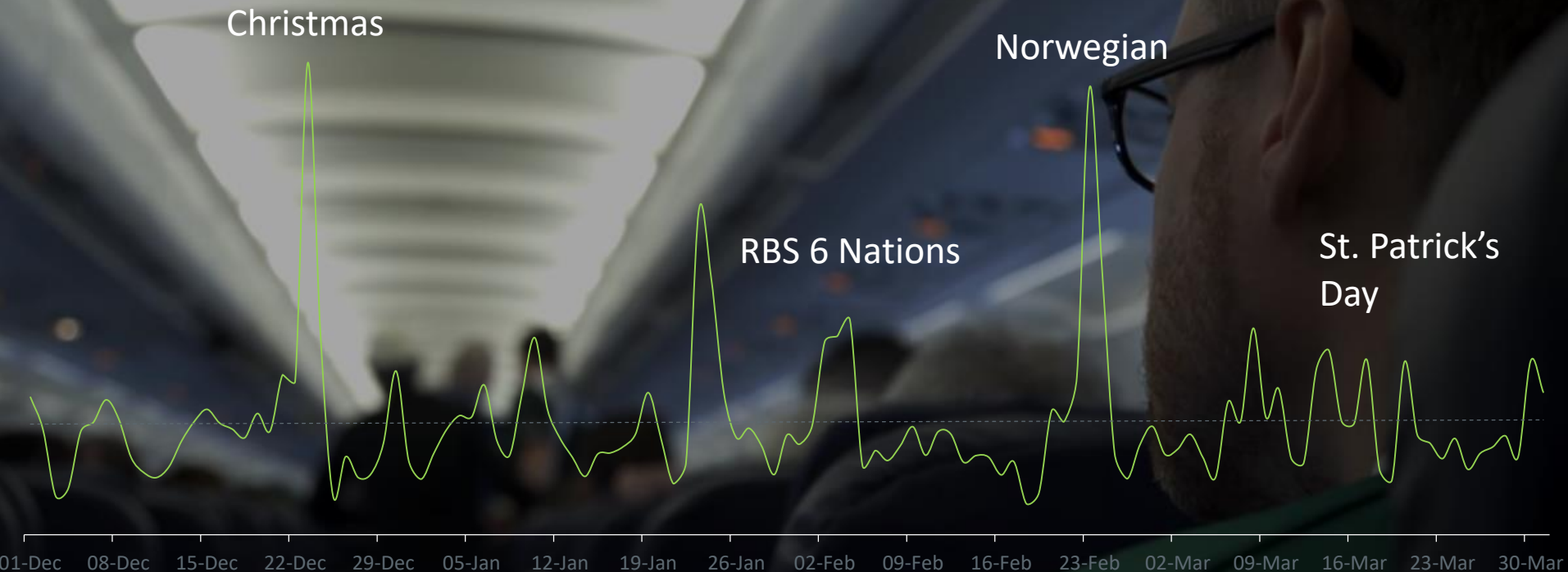
A man and a woman, both in Aer Lingus uniforms, are standing in an airplane cabin. The man is wearing a green jacket with the Aer Lingus logo and is holding a tablet. The woman is wearing a teal jacket and is looking at the tablet. They are both smiling and appear to be engaged in a conversation.

# Having a coherent content strategy:

- narrows the scope of content produced
- gives purpose and vision to your content
- aligns content stakeholders around a common set of principles for what that content should achieve



# Trend of Aer Lingus social mentions



christmas

james






tracy



brendan

A photograph of an Aer Lingus airplane cabin interior. The focus is on a row of green upholstered seats with white pillows. Each seat has a white card hanging from the headrest with the Aer Lingus logo and the word "Choice" in green script. The cabin aisle is visible on the right, with a flight attendant in a blue uniform standing in the distance. The text "FROM OUR SEAT," is overlaid in large white capital letters.

FROM OUR SEAT,



TO YOURS.

# What we wanted to achieve

- Increase awareness of our transatlantic routes
- Grow affinity with the Aer Lingus brand
- Increase medium to long term sales



# What we achieved

- Over 1m minutes viewed between 23-25 December
- 80,000 video engagements
- 15 percent uplift in social reputation (vs 12-month average)
- 14% increase in Facebook-attributed conversions in Dec/Jan



# Why it was successful

- Real people, real stories, real emotion
- Familiar, relatable theme
- Relevant and of the moment


rbs 6 nations 2017



# What we wanted to achieve

- Instil a sense of Irish pride
- Emphasise the modern relevance of the brand
- Establish Aer Lingus as the provider of a smarter travel experience
- Increase serious consideration / active choice of Aer Lingus



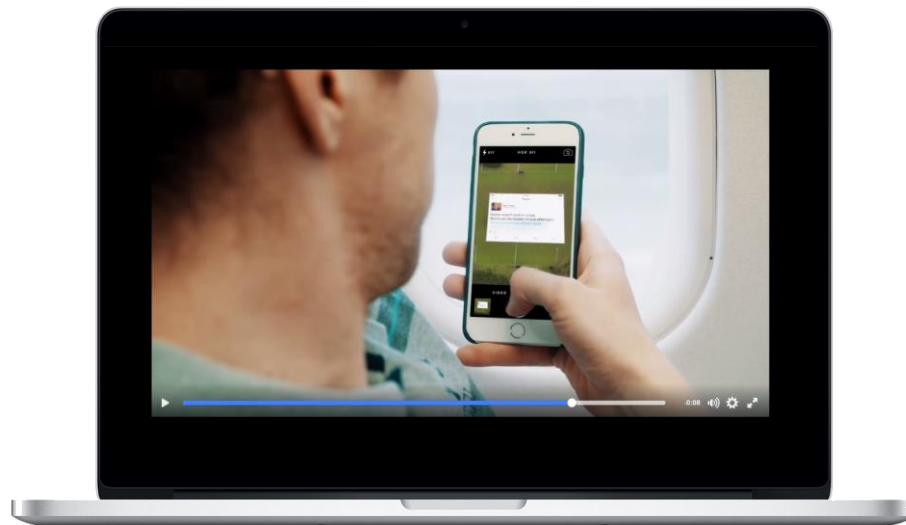
Aer Lingus 





Authentic, “surprise & delight”  
activations with players and fans

Aer Lingus 





# What we achieved

- Over 1.75m minutes viewed over the 6N campaign
- Highest-ever reaching Facebook post (3:1 organic reach)



# Why it was successful

- Brought fans closer to the players
- Real situations, authentic reactions
- Genuine, natural parallels between team and sponsor

Thank you

