

TRAVEL AND HOSPITALITY

British Airways brings award-winning campaign stateside

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The initiative is now active in Los Angeles and New York. Image credit: British Airways

By ZACH JAMES

British Airways is expanding an ongoing campaign as it enters a new market.

"A British Original" is coming to the United States, spotlighting the traveling experience within the airline's cabins. Originally launched in late 2022, the initiative is extending outside of the United Kingdom for the first time, promoting its non-stop flights from American cities to London.

"It's incredibly exciting to be launching this campaign in the U.S., a very important market for British Airways and where we proudly fly from 26 cities direct to London," said Calum Laming, chief customer officer at British Airways, in a statement.

"The campaign is all about celebrating our amazing colleagues and showing how original journeys can shape your future in life," Mr. Laming said. "We worked with an award-winning director and renowned singer-songwriter to create the concept, which has proved hugely popular in the U.K. and we're delighted to be bringing it to U.S. audiences."

Friendly flying

"A British Original" landed on English airwaves in October 2022, showcasing guests in imagery captured outside of their planes' windows.

Now, the focus flips, capturing flyers and British Airways crew members within flight cabins. Specifically, the visuals feature families and children and their trips across the globe, spotlighting how travel can shape a person and their future, per the brand.

British Airways presents "A British Original in the U.S."

The promotional film, directed by Emmy-winning Canadian filmmaker Miles Jay, is shot from the perspective of babies onboard several of the company's routes across the Atlantic, flashing forward the kids all grown up and looking back fondly on their memories made possible by the airline. The 2014 song "I Remember" by English musician Becky Jones, best known by the stage name Saint Saviour, scores the 30-second-long short.

"Travel awakens who we are," said Mr. Jay, in a statement.

"I loved the construct of a coming-of-age story told through the dreams of a sleeping newborn on its first flight," he said. "This film shows the beauty of flying and how it puts us out into the world to reveal to ourselves who we are with a touch of British

charm that is uniquely British Airways.”



The airline is shining a light on its societal impact. Image credit: British Airways

Through the visuals and acoustic accompaniment, the company aims to tap into viewers’ sense of nostalgia for personal travel experiences. Both the original 2022 version and the updated American “A British Original” campaign were conceived and produced by London-based advertising agency Uncommon Creative Studio.

“We are so proud to share the next iteration of A British Original working with our incredible partners,” said Lucy Jameson, cofounder of Uncommon Creative Studio, in a statement.

“The work showcases the many journeys British Airways takes us on and the role they play in shaping our lives and who we become.”

New imagery for the initiative tributes to previous entries in the ongoing campaign, with the children featured in the film captured looking outside of their plane window. These pictures will be used for out-of-home advertising placements, appearing on billboards and digital screens around New York and Los Angeles.

British Airways has 28 non-stop routes from U.S. cities to London, a potentially lucrative venture as high-end clientele favors private options due to a lack of direct availability ([see story](#)).

Modern movement

British Airways taking its promotional efforts to new heights marks the latest in a string of moves this year to enhance its place in the luxury travel space.



“A British Original” also expanded within the U.K. in recent months. Image credit: British Airways

In January, the airline introduced a carbon removal pilot program in partnership with British bank Standard Chartered and various U.K.-based climate agencies ([see story](#)). The move comes as high-end consumers continue to demand environmental actions from the companies they support.

A few months later, British Airways announced plans to modernize its digital footprint, unveiling a new design for its website and mobile app ([see story](#)). In total, the business is investing \$7.6 billion into more than 600 initiatives that will improve its consumer-

facing and back-end operations.

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