

It's snowing in Canary Wharf!

London City Airport wanted to launch their brand new ski microsite and create awareness.

Objectives

London City Airport is the perfect airport for city workers to escape the hustle and bustle of London and head to Europe's premier ski resorts. MotivAction were chosen to help London City Airport create a brand experience that would help them increase the number of people using the airport between October and March at Canary Wharf's shopping centre.

Planning and Preparation

MotivAction came up with the idea of bringing a little bit of Val d'Isère to Canary Wharf by importing a life-sized snow globe that passers-by could get into and recreate their snowy wonderland. Our brand ambassadors, resplendent in salopettes, encouraged city workers to come and take a look and get into the snow globe and luxury family holiday provider Powder Byrne sponsored a competition to win an amazing ski trip and the opportunity to meet Warren Smith, one of the UK's leading professional free skiers and internationally qualified ski coach.

In addition, a professional photographer was on-hand to take snaps that participants could share with friends by uploading them from the Ski Microsite.

Results and Outcomes

A real après ski feeling was created with the snow globe as the centre-piece. Crowds gathered, creating a 'buzz' in Canary Wharf and increasing awareness amongst the public.

The launch was a huge success with nearly 500 entries to the competition; increased traffic to the Ski microsite and a viral campaign around visitor photos taken on the event, resulting in more hits to their site.

Testimonial

"The team at MotivAction were instrumental in the launch of our London City Airport Ski Product and Ski micro site. Their creative response to our brief meant that the event allowed us to engage with our audience and achieve our objectives. They were able to turn around the event very quickly and professionally and deliver a fantastic event with great results."

Mariella Murray
Airline Marketing Manager

