



Fly>

A presentation prepared for:

Martin George

Director of Marketing and Commercial Development



Fly >

The next six pages promise to deliver one message.

BA is the premiere airline.

Not the cheapest, not the wackiest; phatest, best, really fly.

We can harness:

Total Relevance

... execution, strap-lines, sub-text...

Positive Association

... you'll see - I need to maintain some suspense...

Reverent Power

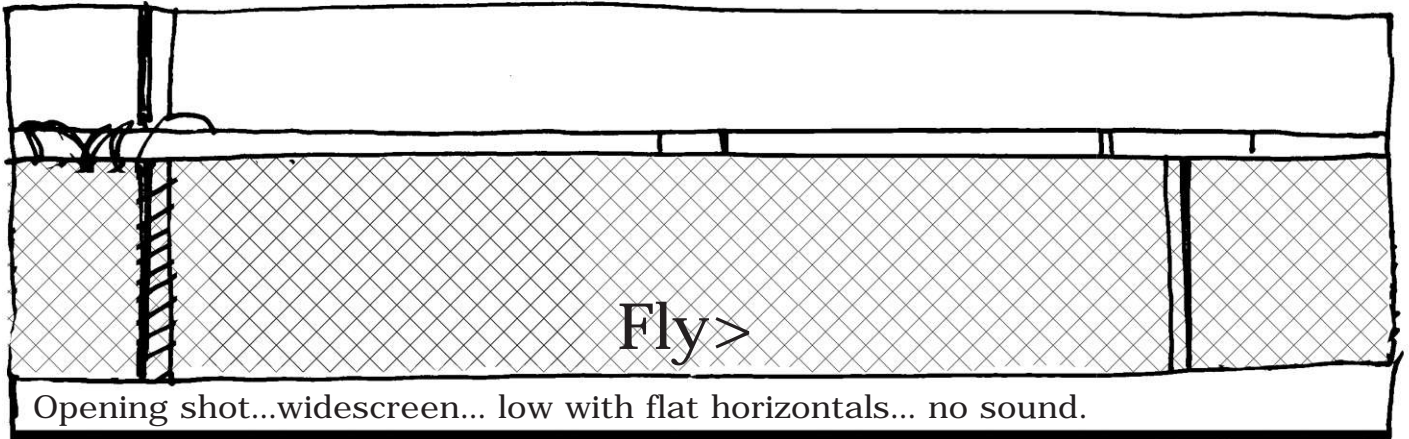
“How do they do that?”

Pester Power

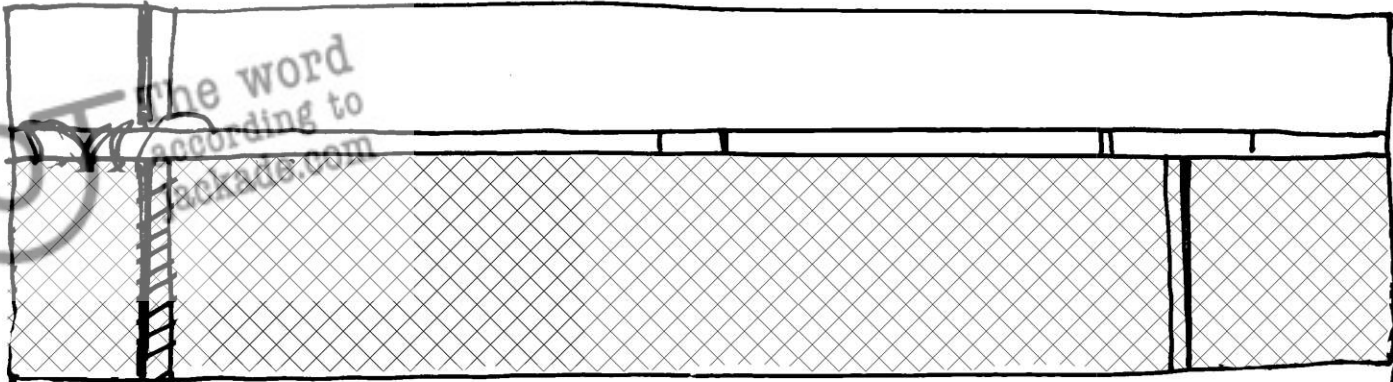
“I want to go on that really cool airline...”

A Thumping Soundtrack

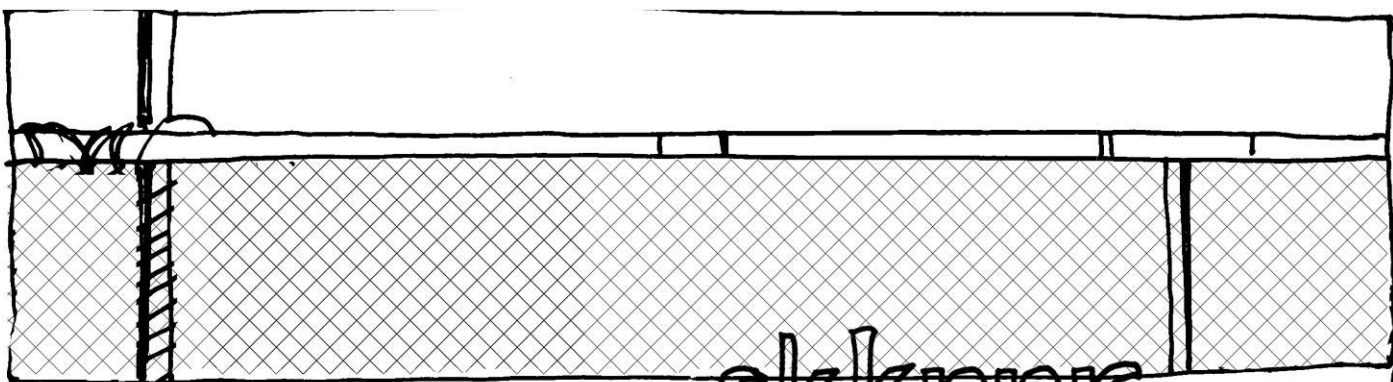
... Brockie... the images are awesome... imagine it with some volume!



The word according to back4us.com



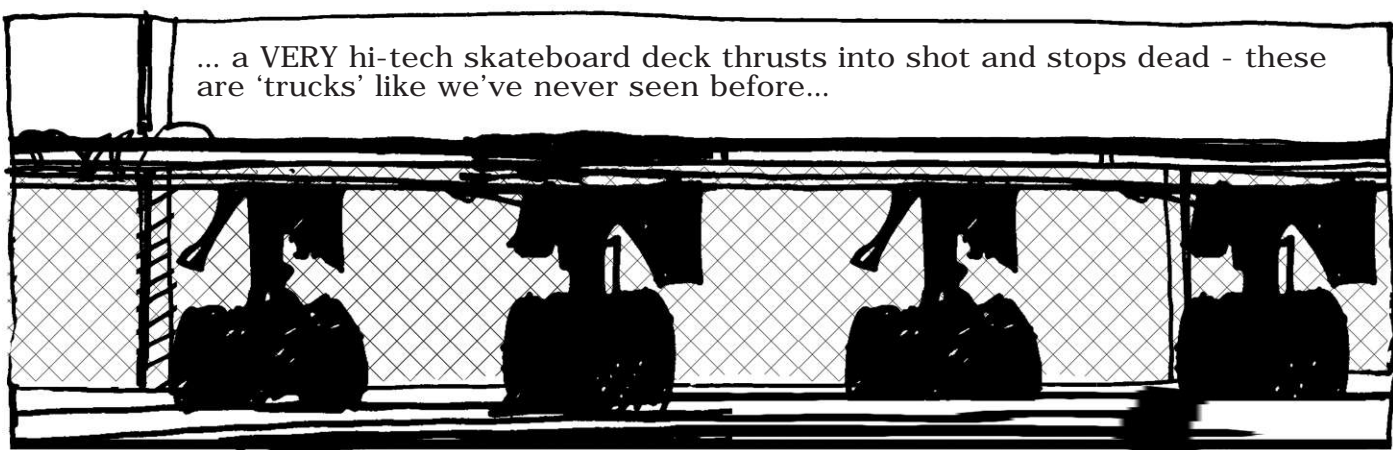
... hold... a few beats of complete silence...



... a low rumble... the soundtrack starts too... skkrrrr

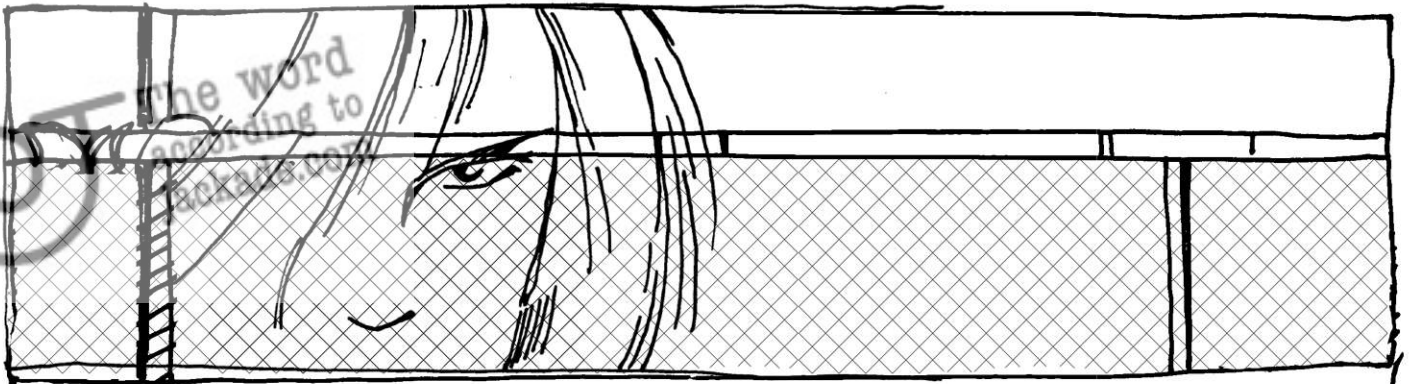


skkrrrr

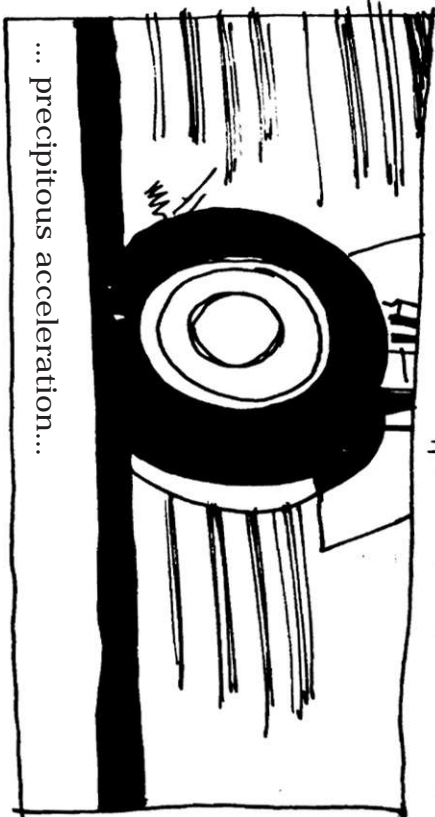


... a VERY hi-tech skateboard deck thrusts into shot and stops dead - these are 'trucks' like we've never seen before...

...rapid cuts and grainy exposure keep us guessing ...



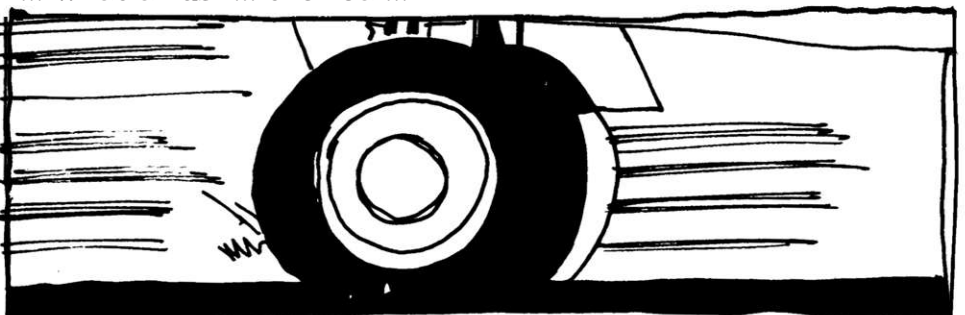
... mesh to a close-up...



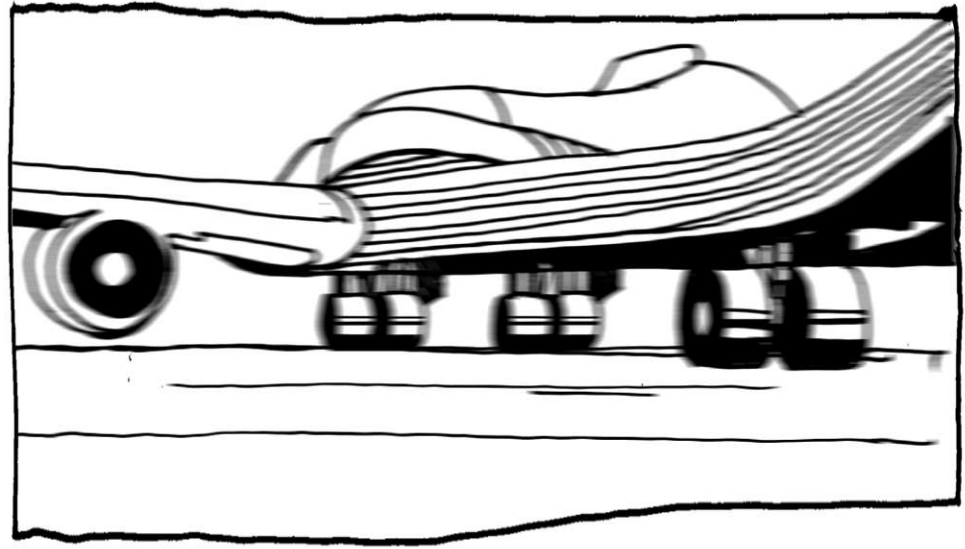
... precipitous acceleration...



... what a rush... the roar...



... we hang in there as the speed builds...

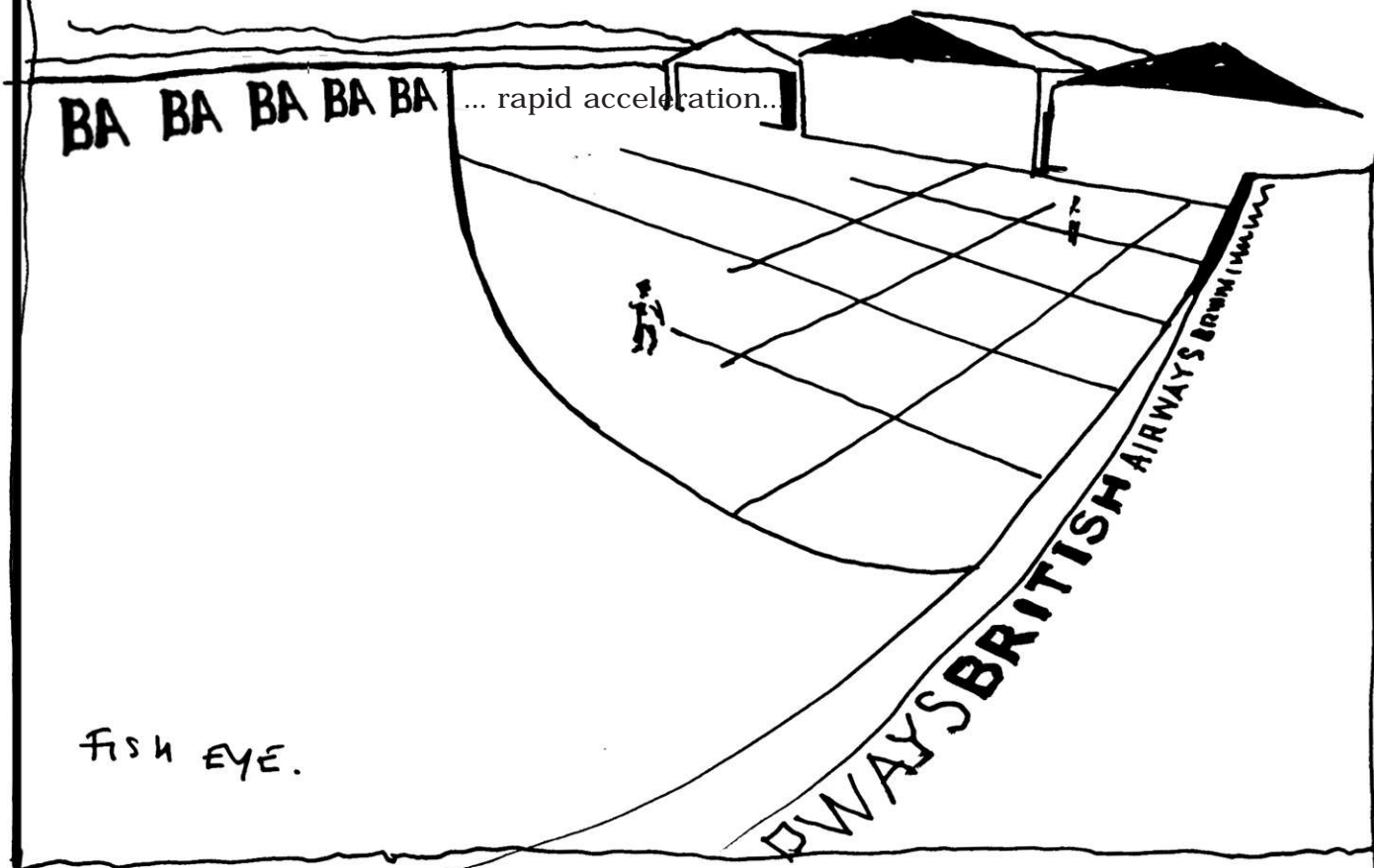


... imagine laying with your ear on the ramp as a skateboarder thunders past... a close-up hints at the deck as a 'flight' deck... everything is happening so fast... the soundtrack builds to a crescendo... we have takeoff!

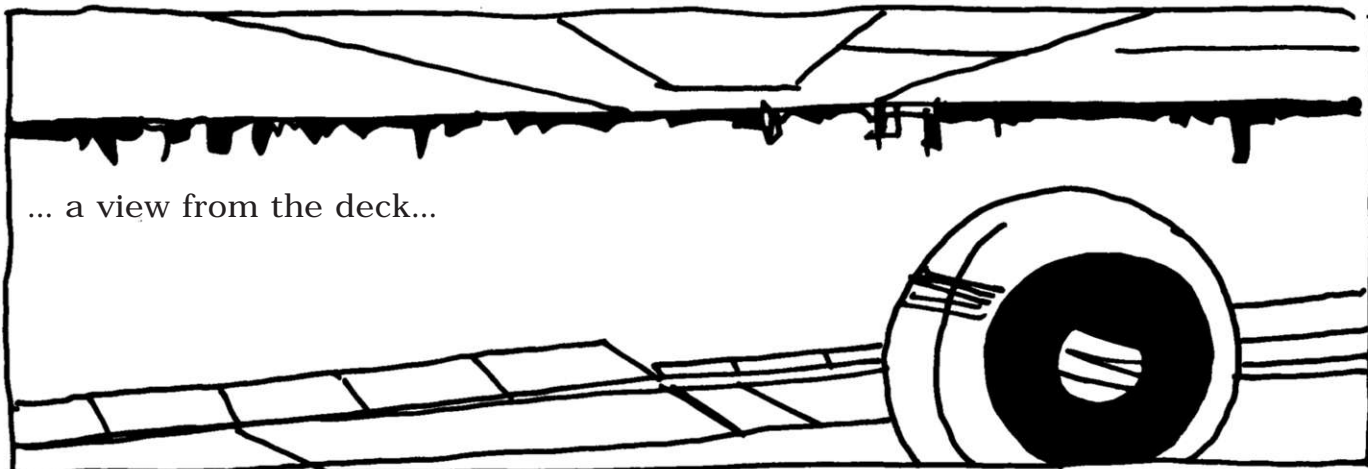
The word
according to
jackade.com



Pan back VERY fast... all the subliminal details and decals are BA...
... there are hangars in the background...

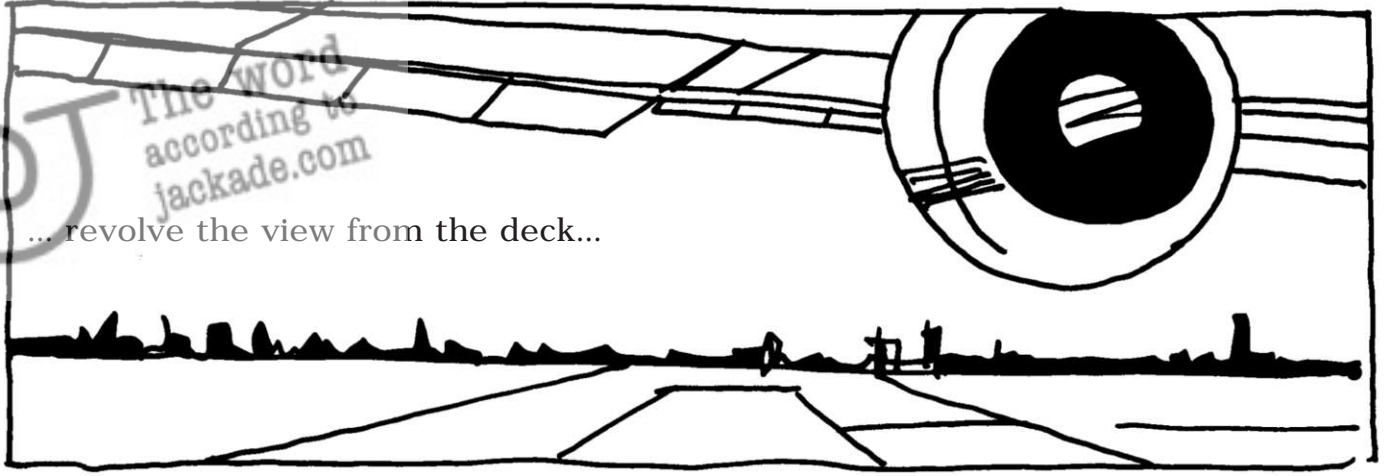


... a view from the deck...

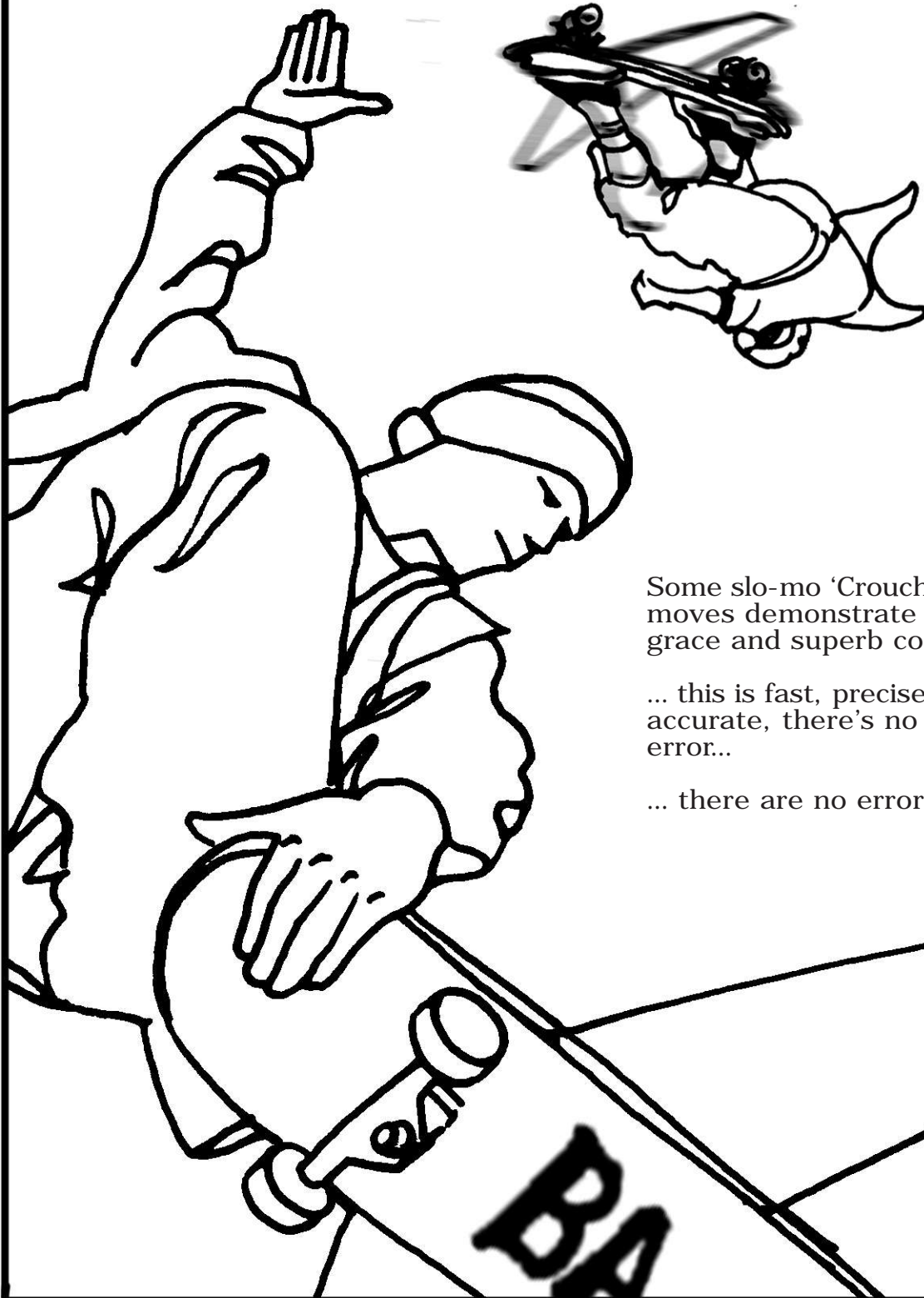


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...revolve the view from the deck...



Rapid montage and cut shots of incredible moves...



Some slo-mo 'Crouching Tiger' moves demonstrate amazing grace and superb control...

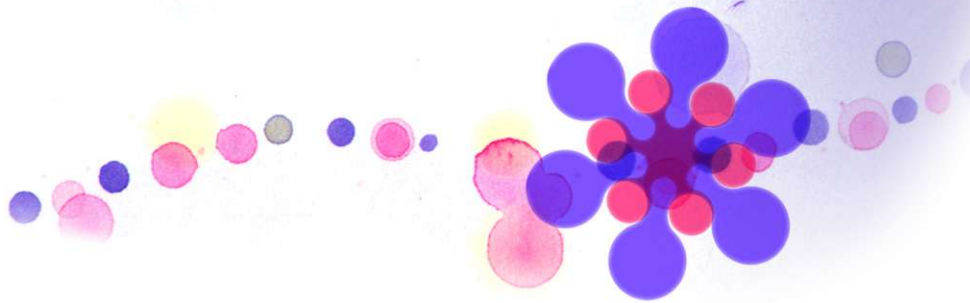
... this is fast, precise and very accurate, there's no room for error...

... there are no errors.

Freeze frame >

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Really Fly



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