

Client: Virgin Atlantic Airways.

Brief: Creative Audio script designed as mixed copywrite music and messaging to be played over call centre phone lines (Sales/Customer Services).

Written to complement their current brand values and personality across their busy phone lines. Mixed with the latest chart music.

Message 1

Flying Virgin Atlantic is fun; with individual seatback TVs for everyone and even a free ice cream while you watch your movie choice.

You'll have at least eight films to choose from and your own seatback TV to watch them on.

Message 2

At Virgin Atlantic we know keeping the little ones entertained keeps you happy.

Kids get a great backpack stuffed full of goodies that'll keep them amused for hours.

Kids also get their own TV programs, meals and even Nintendo on some flights.

Message 3

Forgotten to pack your toothbrush? Don't worry there's one in your free amenity kit, not to mention superb headphones, postcards, Virgin Megastore vouchers – even a rubber duck.

Message 4

We've thrown duty free out the window and brought in some Retail Therapy Virgin Atlantic style – terrific products at amazing prices.

Message 5

If you need to get hold of us, we hope our extended opening hours make it easier. You can call us between 7am and 10pm any day of the week.