

#ADVE-731-P02 Creative Copywriting for Advertising

# 360\* USER GROWTH & INCLUSION CAMPAIGN

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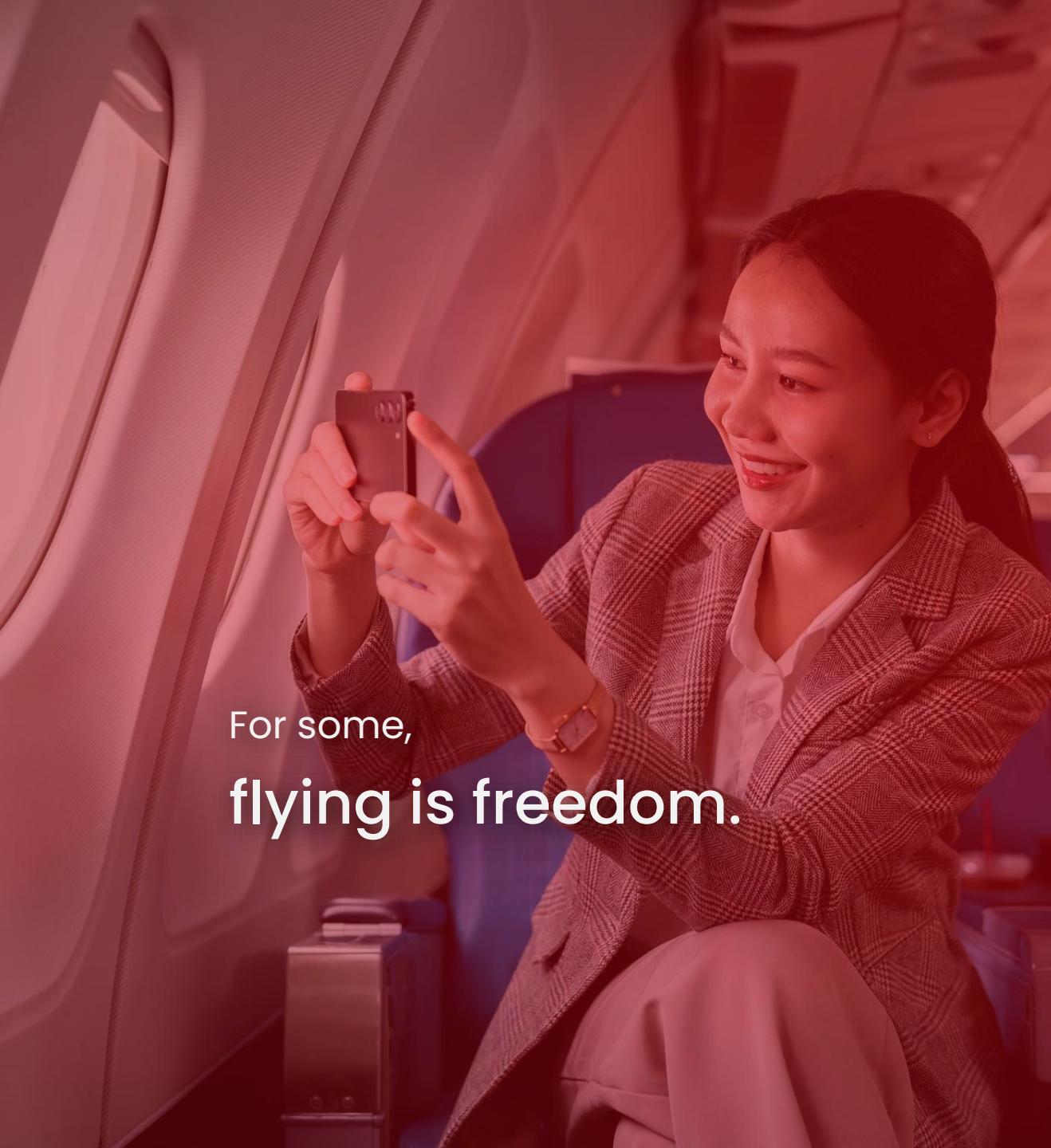
Shahnawaz Shaikh

Holly Watkin

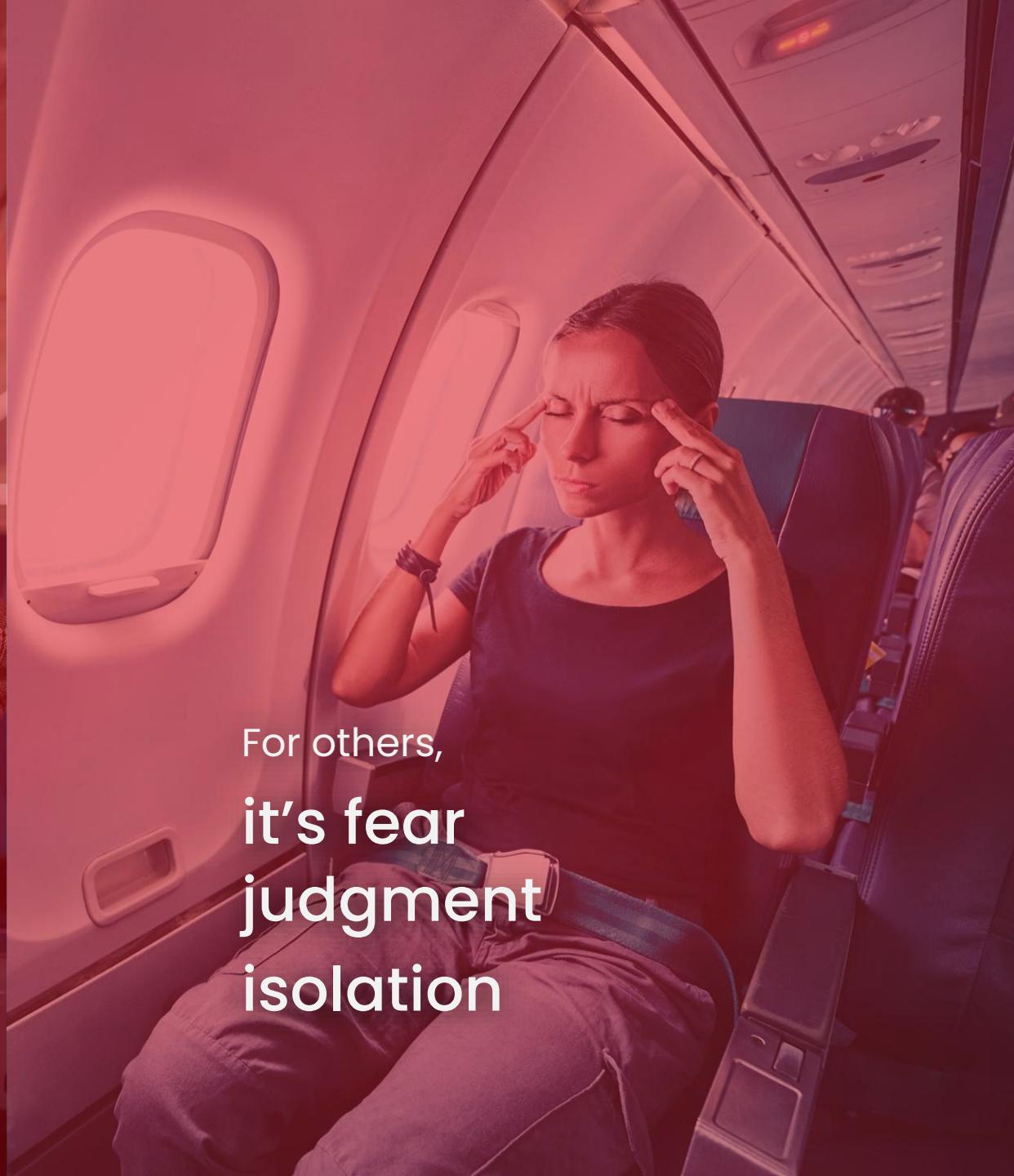
Flying in the sky  
feels amazing.

# But not for everyone.

Not everyone feels safe in the sky.

A woman with dark hair tied back, wearing a plaid blazer over a white shirt, is sitting in an airplane seat. She is smiling and looking at a black smartphone held in her hands. The interior of the airplane is visible in the background, with overhead bins and other passengers.

For some,  
**flying is freedom.**

A woman with dark hair, wearing a dark blue tank top, is sitting in an airplane seat. She is holding her head with both hands, looking stressed or worried. The interior of the airplane is visible in the background, with overhead bins and other passengers.

For others,  
**it's fear  
judgment  
isolation**

## The Insight

# Air travel is still not designed for everyone.

Because even 30,000 feet above the ground, inequality still exist.

People face discrimination, misgendering, cultural insensitivity, and lack of accessibility.  
Too often, airlines overlook inclusion in the most human part of flying, connection.

The sky reflects the world we live in.

**Every seat tells a story.**



Some of  
courage.

Some of  
fear.

Some of  
simply  
wanting to  
belong..

## The Problem

Invisible divides,

visible discomfort.

**Millions still feel unseen and unsafe while flying.**

And that's costing airlines something deeper than revenue, ***it's costing trust.***



The Brand Enters



virgin atlantic 



A brand that has always stood for self-expression, individuality, and courage.

# The sky belongs to everyone.



virgin atlantic 



# Get

Travelers who  
feel unseen.



# To

See their unique identities  
and journey recognized.



# By

Using a boarding pass as  
a storytelling device to  
reveal real, human stories.



# Because

Everyone deserves  
a seat in the sky.

The Big Idea



#FlyAsYouAre

Virgin Atlantic believes no journey should feel like exclusion. We tell the stories of real travelers through the simplest symbol of flight, ***the boarding pass.***

From.

To.

## Campaign Concept

isn't just about where you're flying.

*It's about who you are when you take off,  
and who you become when you land.*

virgin atlantic 

## User Journey

Awareness

Consideration

Engagement

Loyalty



Public OOH



FLIGHT NUMBER

**VS7771**

FROM

**CHAOS**

TO

**CLARITY**

SEAT NO.

**C01**

#FlyAsYouAre



virgin atlantic 

A floating airplane seat in the sky — symbolizing freedom, belonging, and peace.

FLIGHT NUMBER

**VS2468**

FROM

**HOLA**

TO

**HELLO**

SEAT NO.

**C01**

#FlyAsYouAre



virgin atlantic 

Each seat holds a different person, a different journey.

FLIGHT NUMBER  
**VS2606**  
FROM  
**FRIENDS**  
TO  
**FOREVERS**  
SEAT NO.  
**C01**

#FlyAsYouAre



virgin atlantic 

Each seat holds a different person, a different journey.



a story of gender identity and pride.

## User Journey

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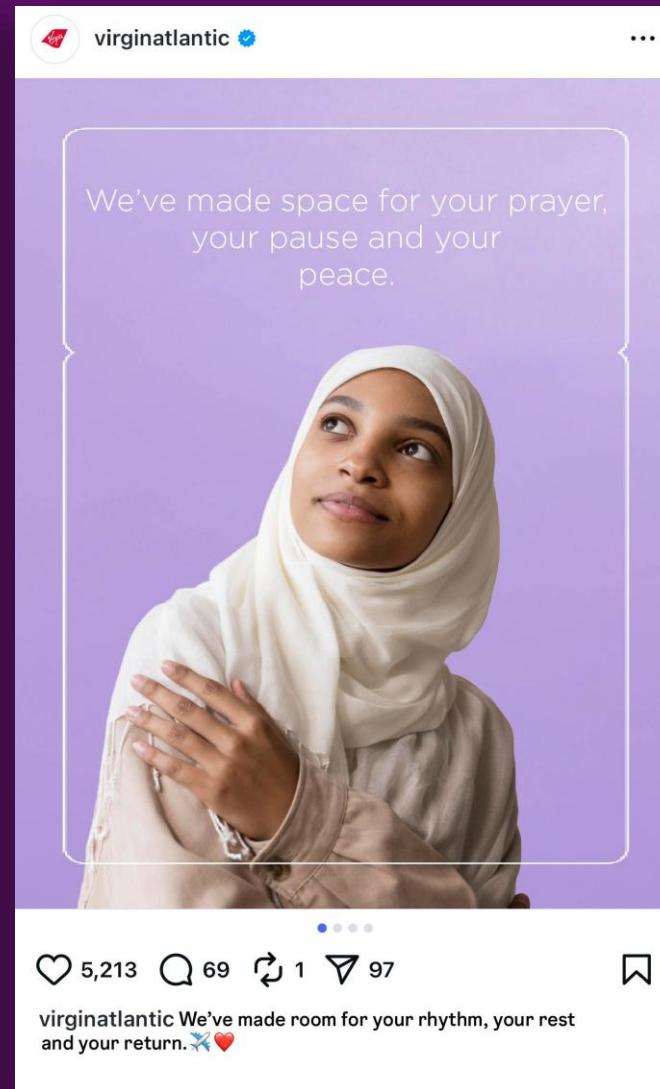
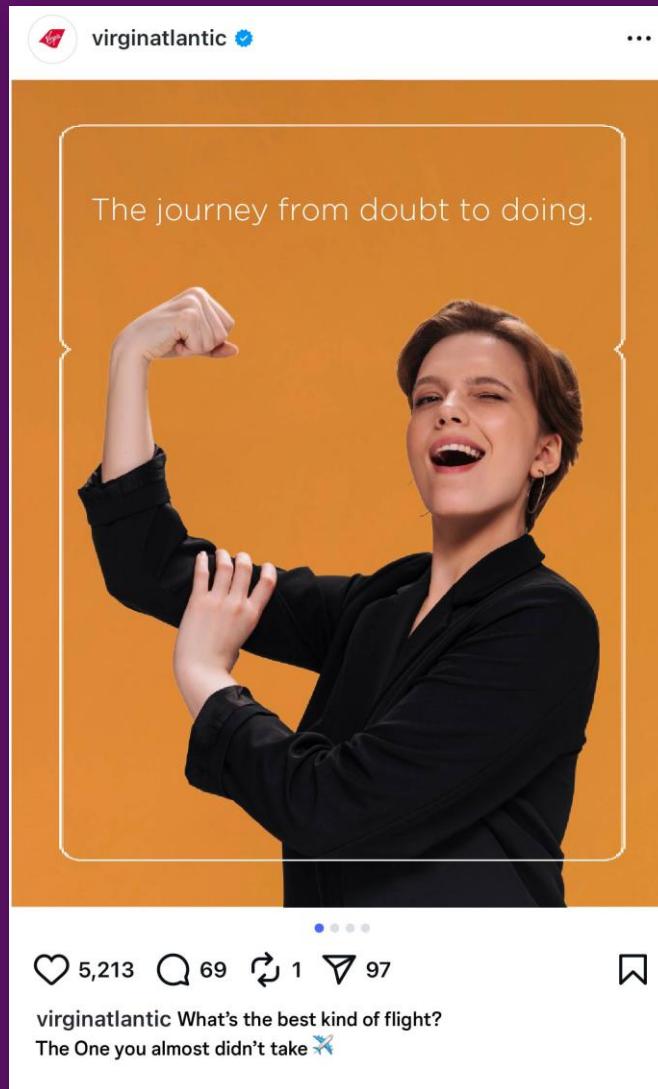


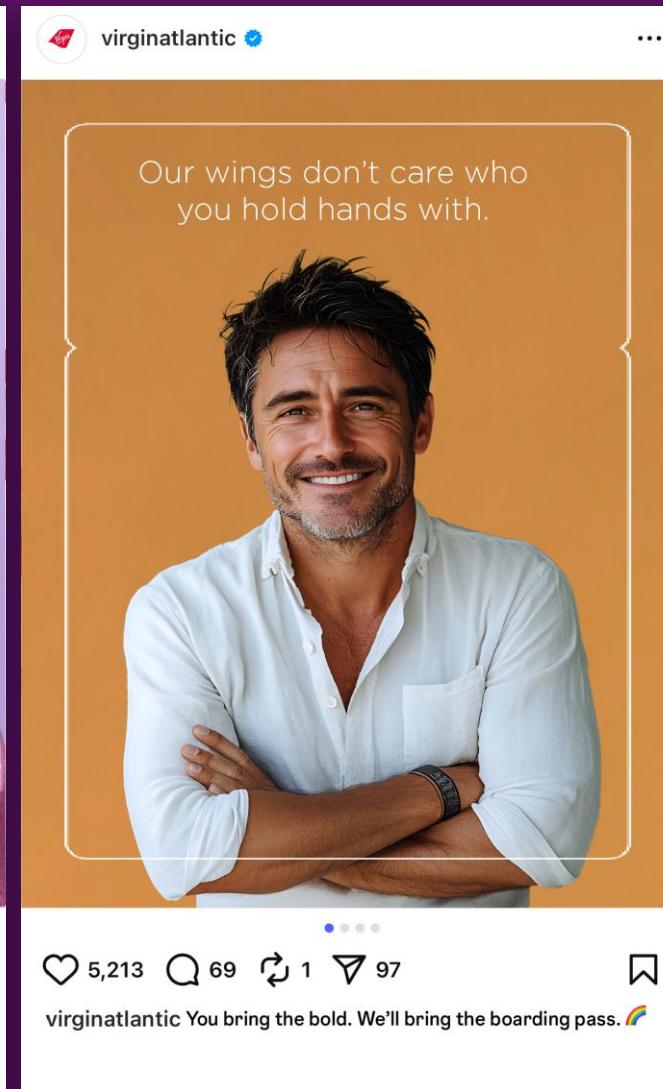
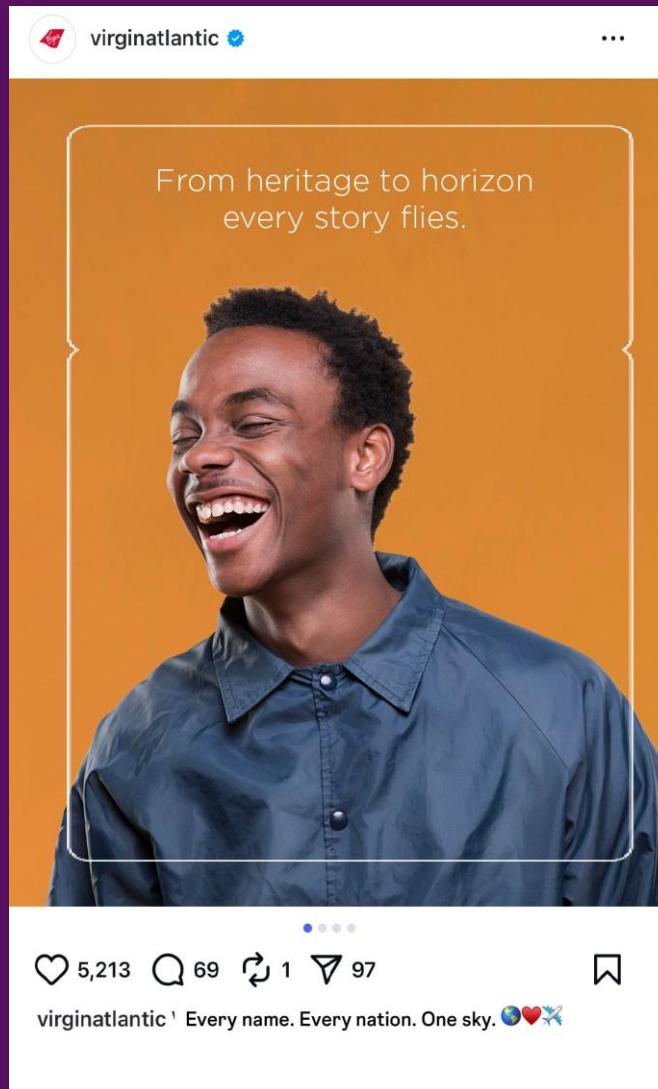
Public OOH

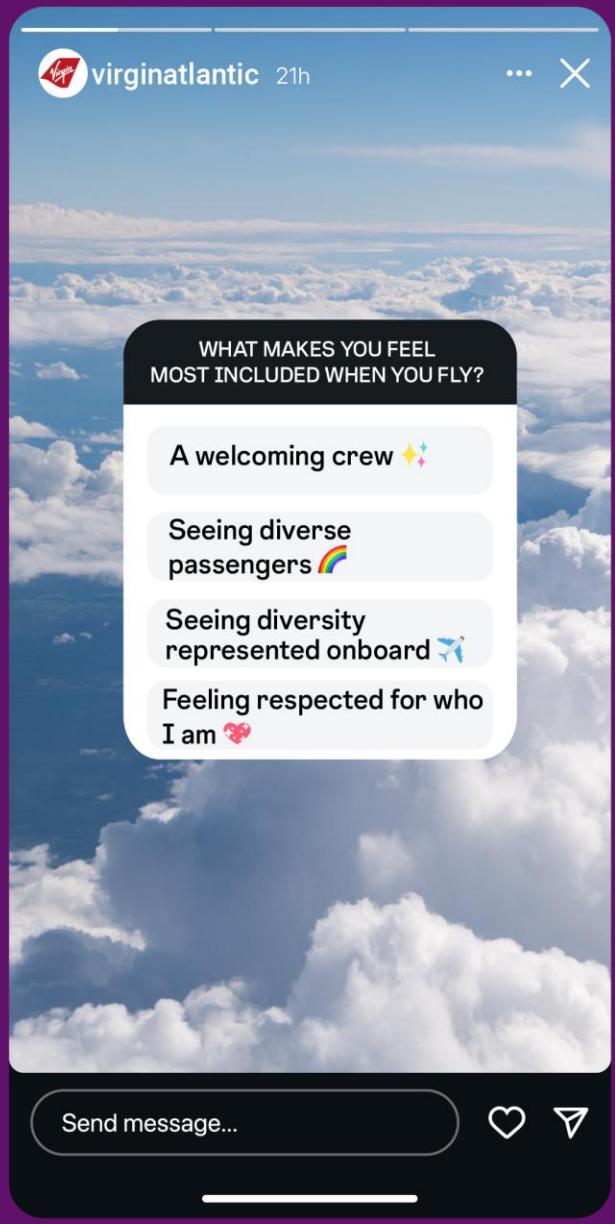
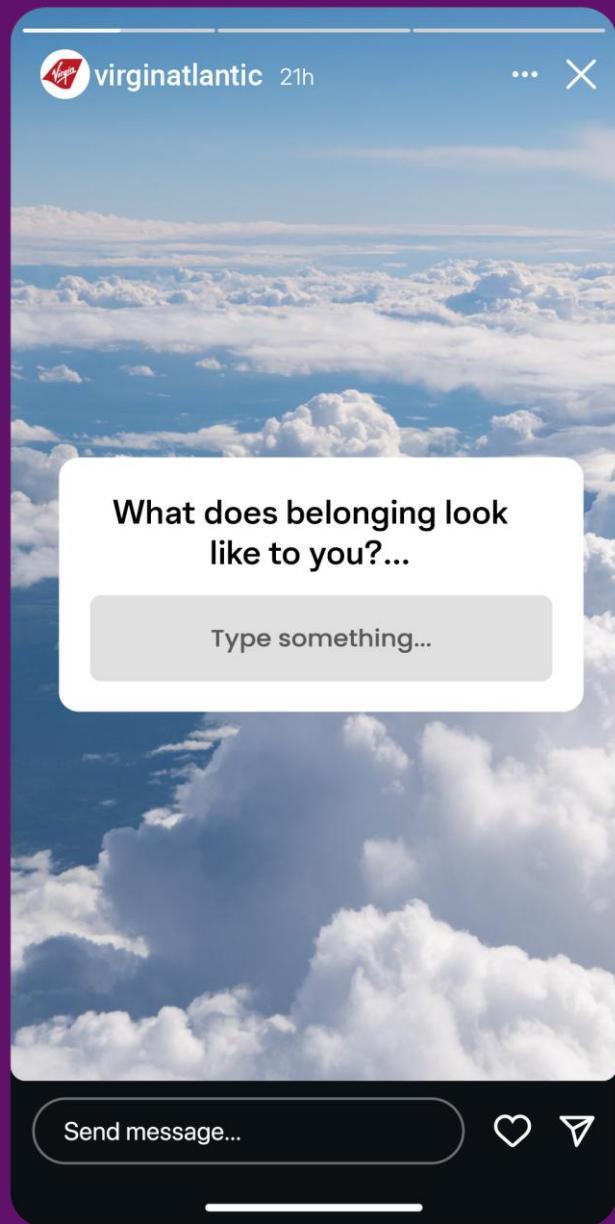


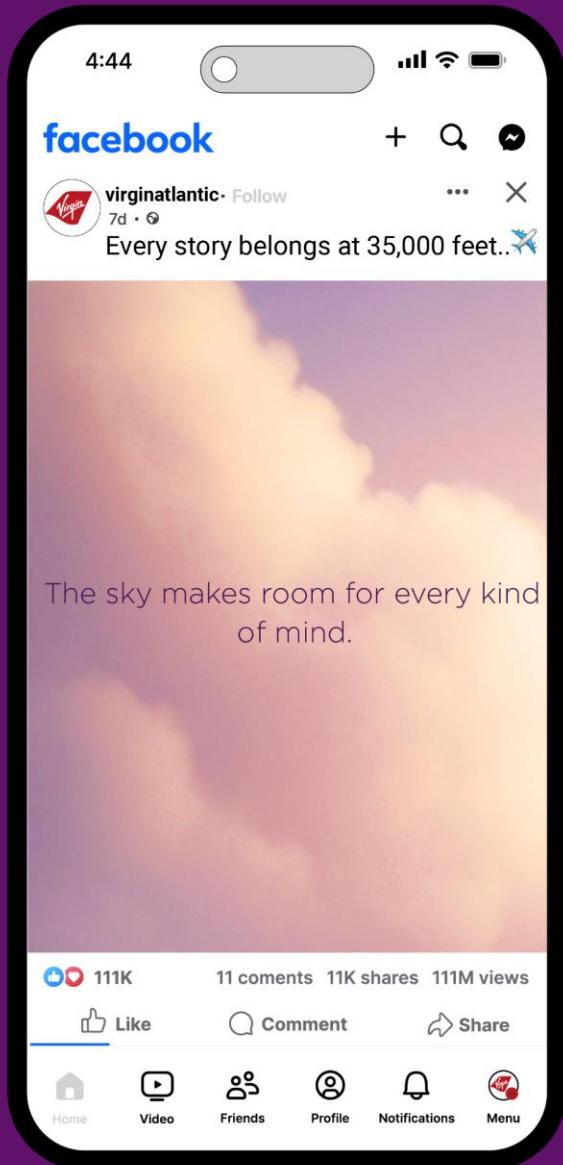
Insta & Fb Post











# User Journey

Awareness

Retargeting

Engagement

Loyalty

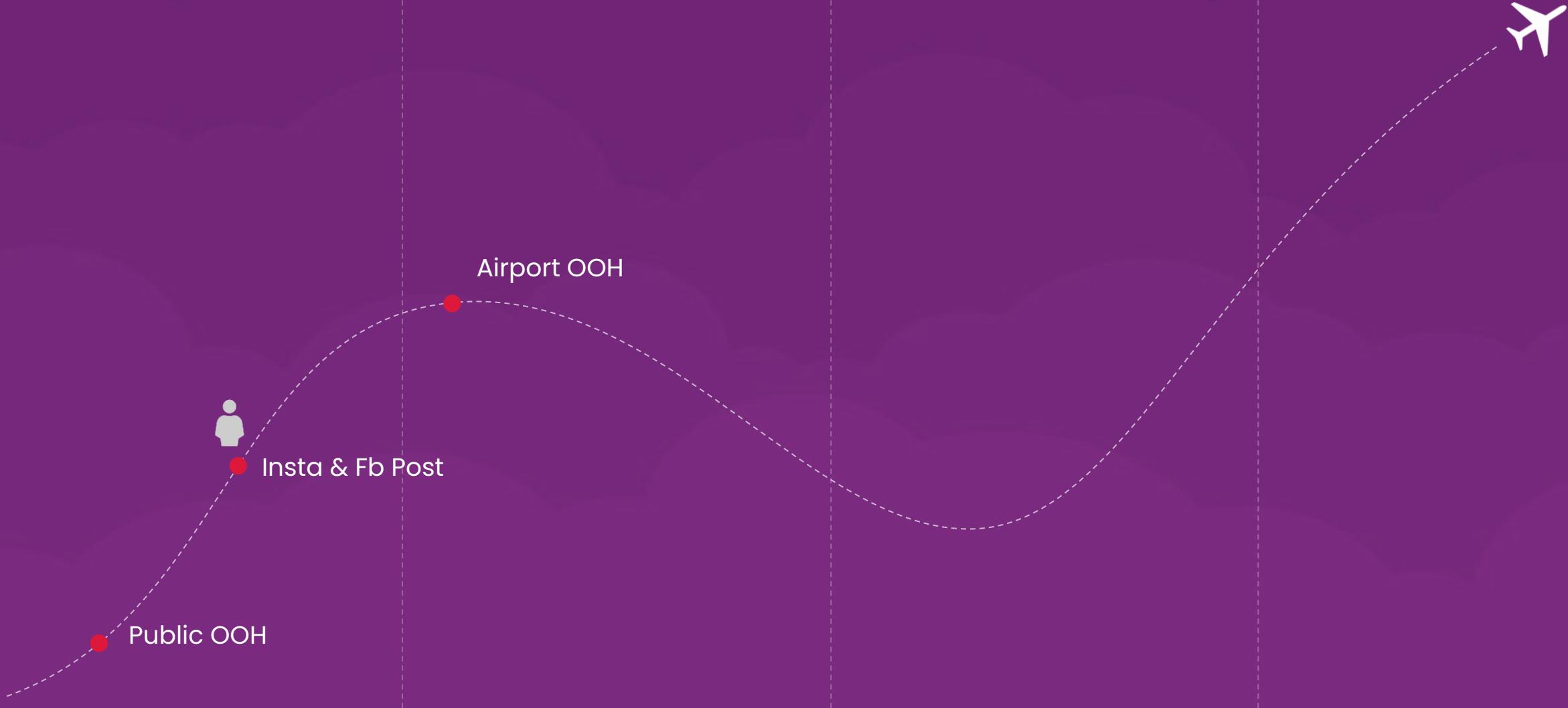


Airport OOH



Insta & Fb Post

Public OOH



FLIGHT NUMBER

**VS247**

FROM

**UNSEEN**

TO

**CARED FOR**

SEAT NO.

**C01**

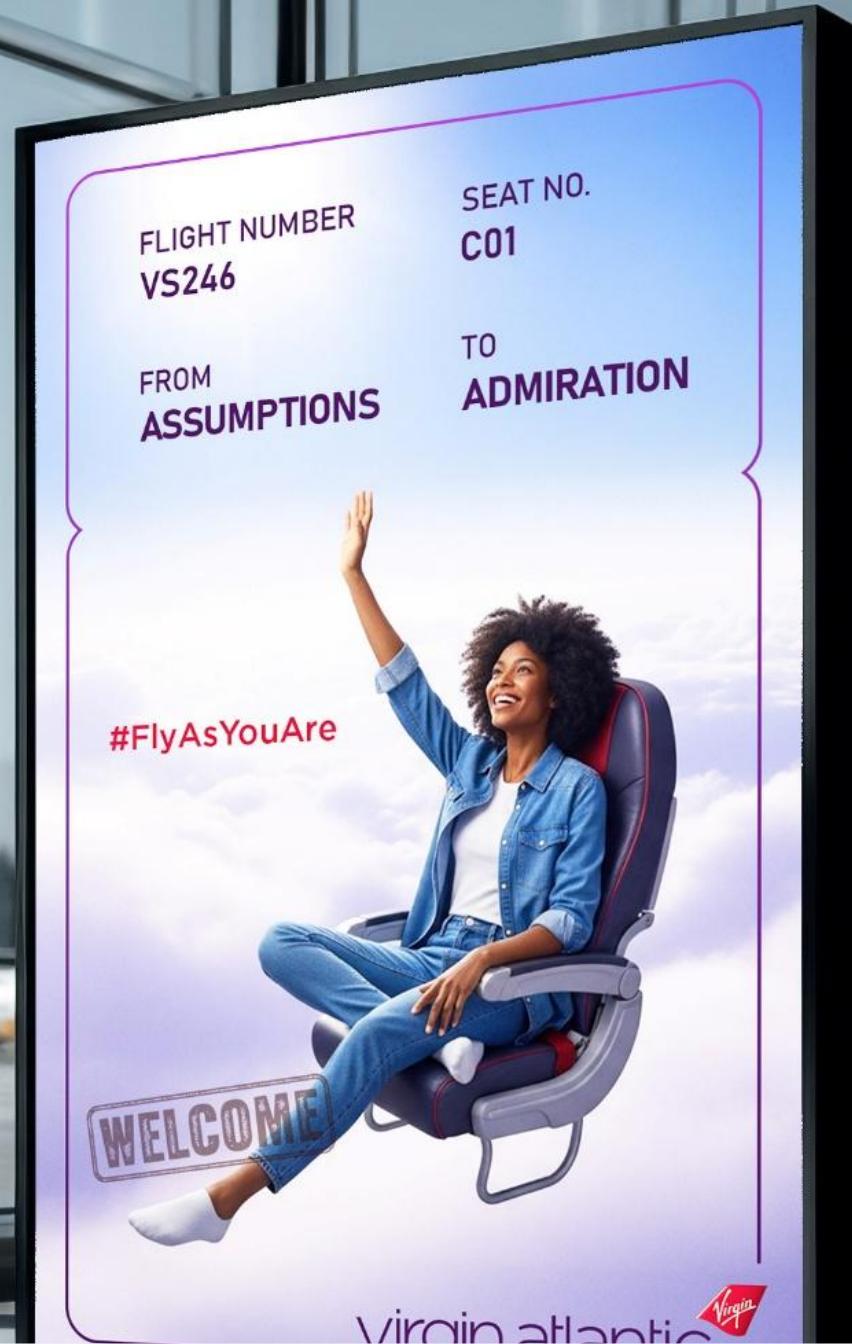
#FlyAsYouAre



virgin atlantic 

a blind traveler who feels the sky differently.

every traveler finding home in the sky.



FLIGHT NUMBER

**VS0786**

FROM

**PAUSE**

TO

**PEACE**

SEAT NO.

**C01**

#FlyAsYouAre



virgin atlantic 

a Muslim traveler's comfort in the clouds.

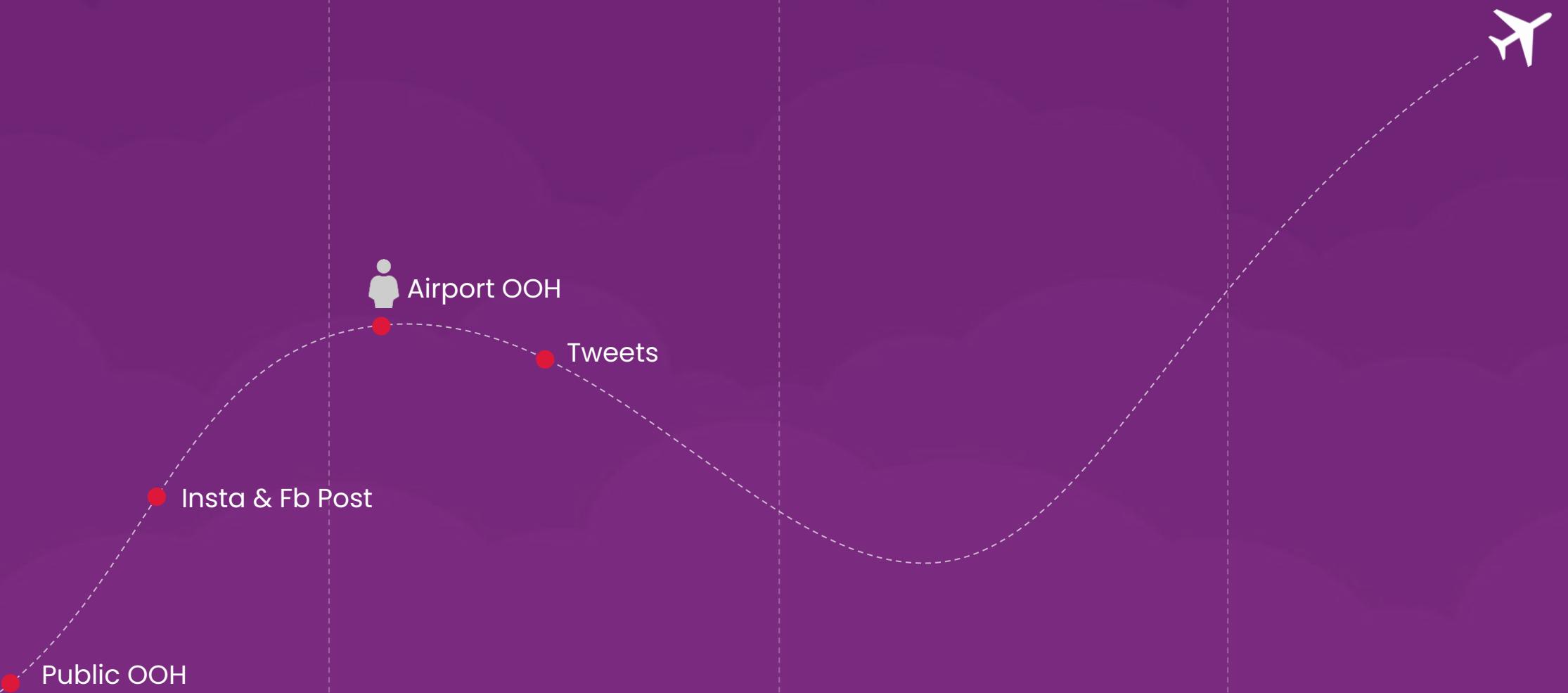
# User Journey

Awareness

Retargeting

Engagement

Loyalty





virginatlantic ✅ @virginatlantic



From mistaken pronouns to identities celebrated  
at Virgin Atlantic, you're free to Fly As You Are..  
❤️

#FlyAsYouAre

89

2K

1.9K

150K



virginatlantic ✅ @virginatlantic



From stares at the airport to smiles at  
check-in. Here's to every journey where  
you're seen, celebrated, and free to fly as  
you are. #FlyAsYouAre

34

2.3K

10.9K

150K



virginatlantic ✅  
@virginatlantic



At Virgin Atlantic, we turn down the lights not your  
requests. Inclusion isn't just a policy; it's how we  
fly. ✈️ #FlyAsYouAre #WeFlyDifferent

1:10 PM · Oct 20, 2025

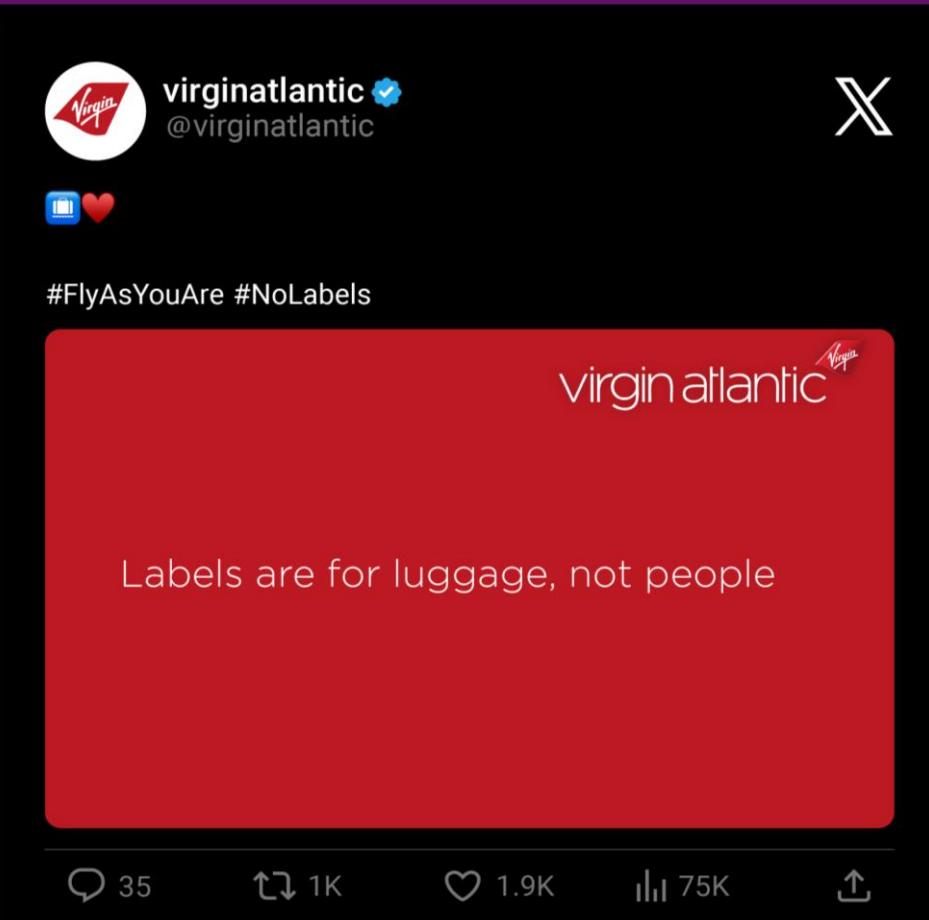
34

2.3K

10.9K

150K





## User Journey

Awareness

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Loyalty





virgin atlantic

**FLY AS YOU ARE**

NAME \_\_\_\_\_

FLIGHT NO. \_\_\_\_\_

DESTINATION \_\_\_\_\_



virgin atlantic  
FLY AS YOU ARE

NAME \_\_\_\_\_  
FLIGHT NO. \_\_\_\_\_  
FLIGHT NO. \_\_\_\_\_  
DESTINATION \_\_\_\_\_  
SEAT \_\_\_\_\_



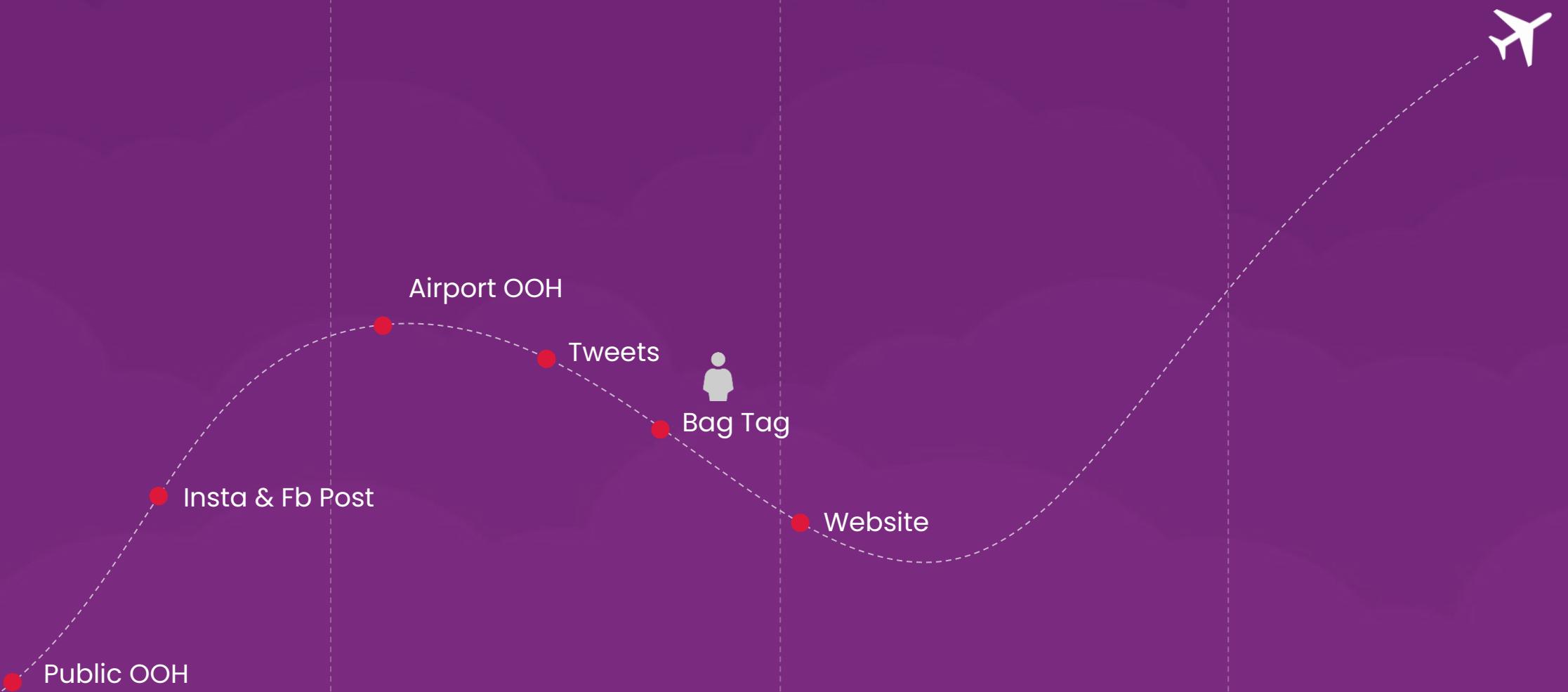
# User Journey

Awareness

Retargeting

Engagement

Loyalty





[Log in](#) [My booking](#) [Menu](#)

Book it now. Brag about it later.

FLIGHT NUMBER

**VS2025**

FROM

**HIDDEN**

TO

**HEARD**

SEAT NO.

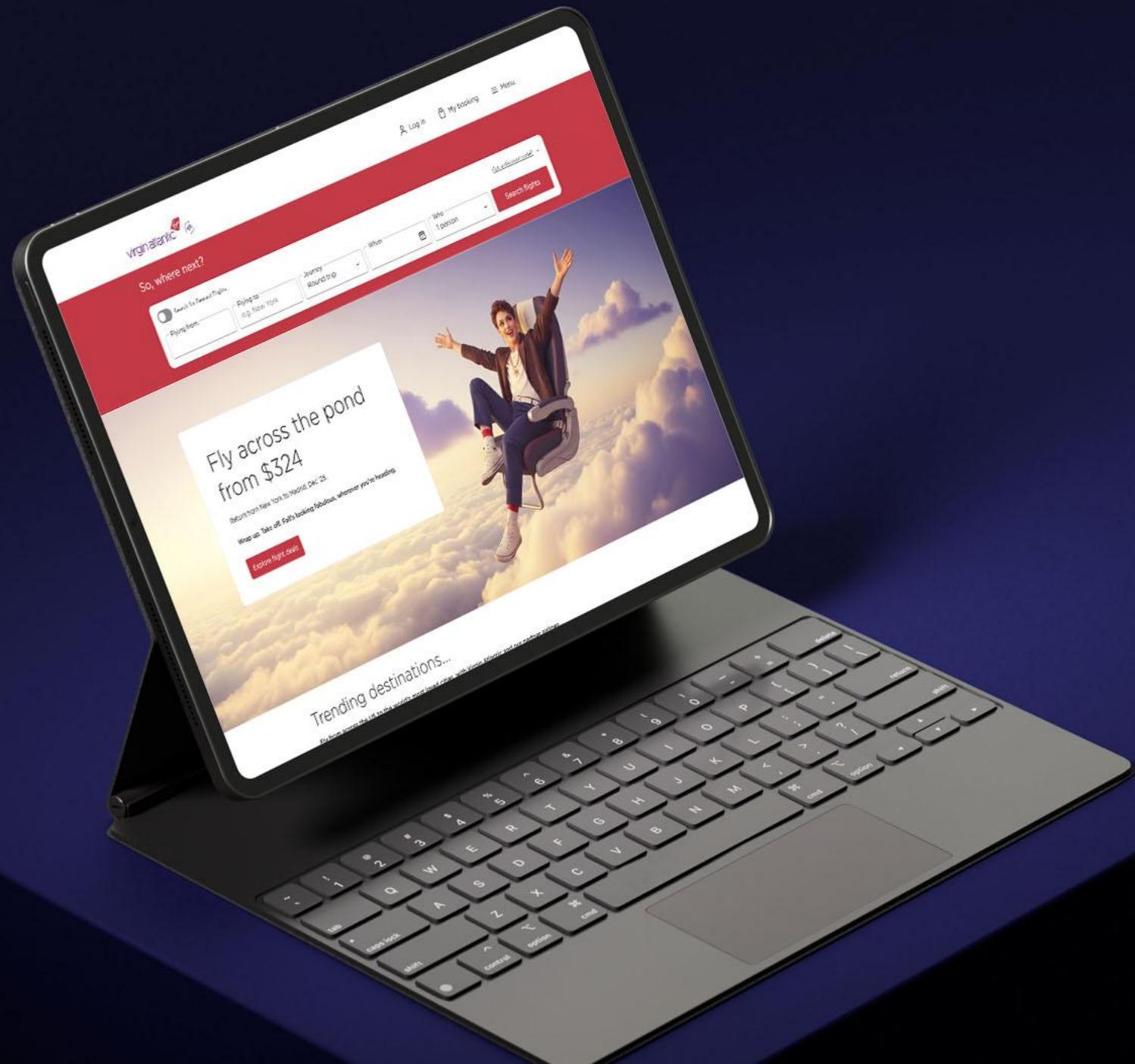
**C01**

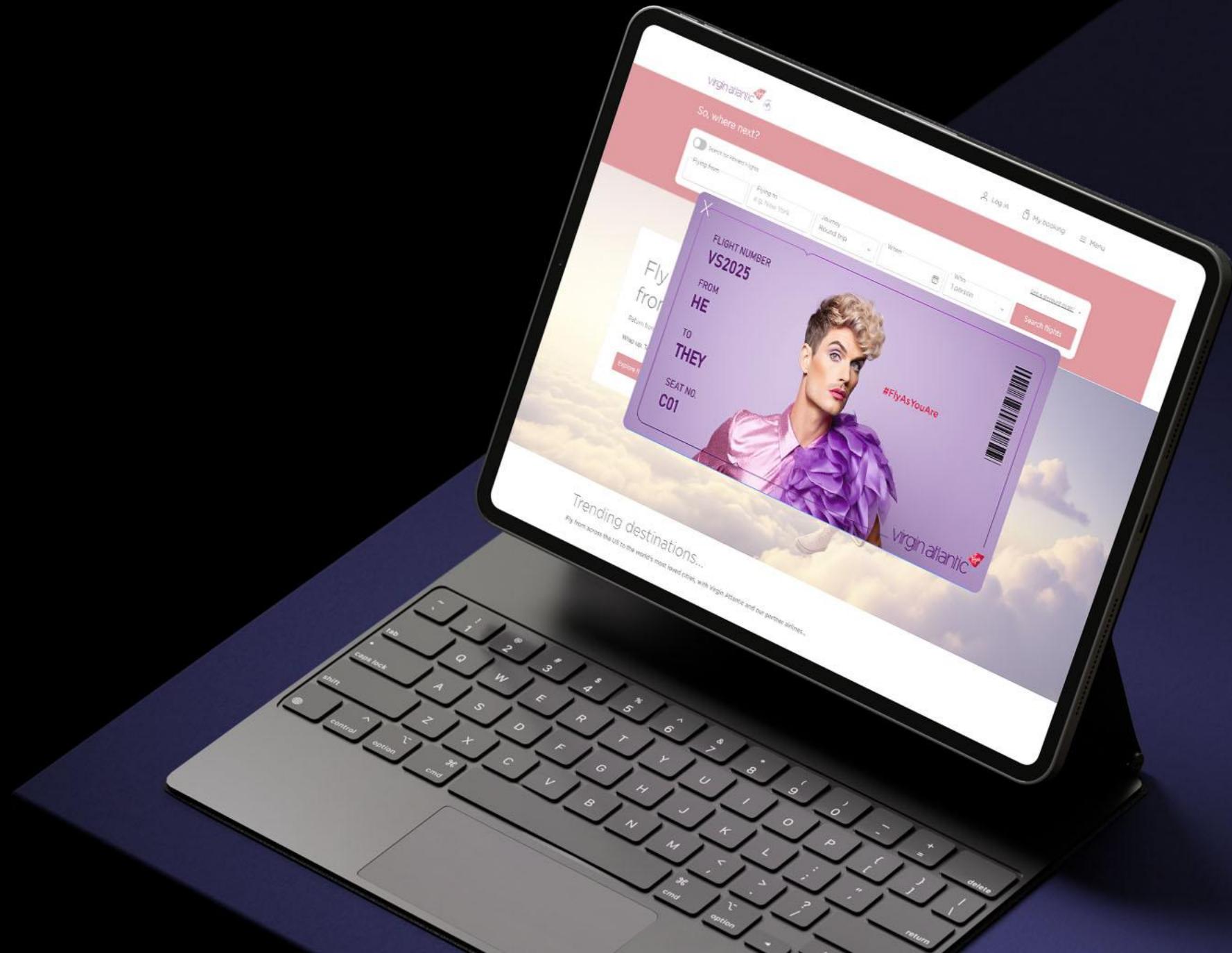
#FlyAsYouAre



virgin atlantic







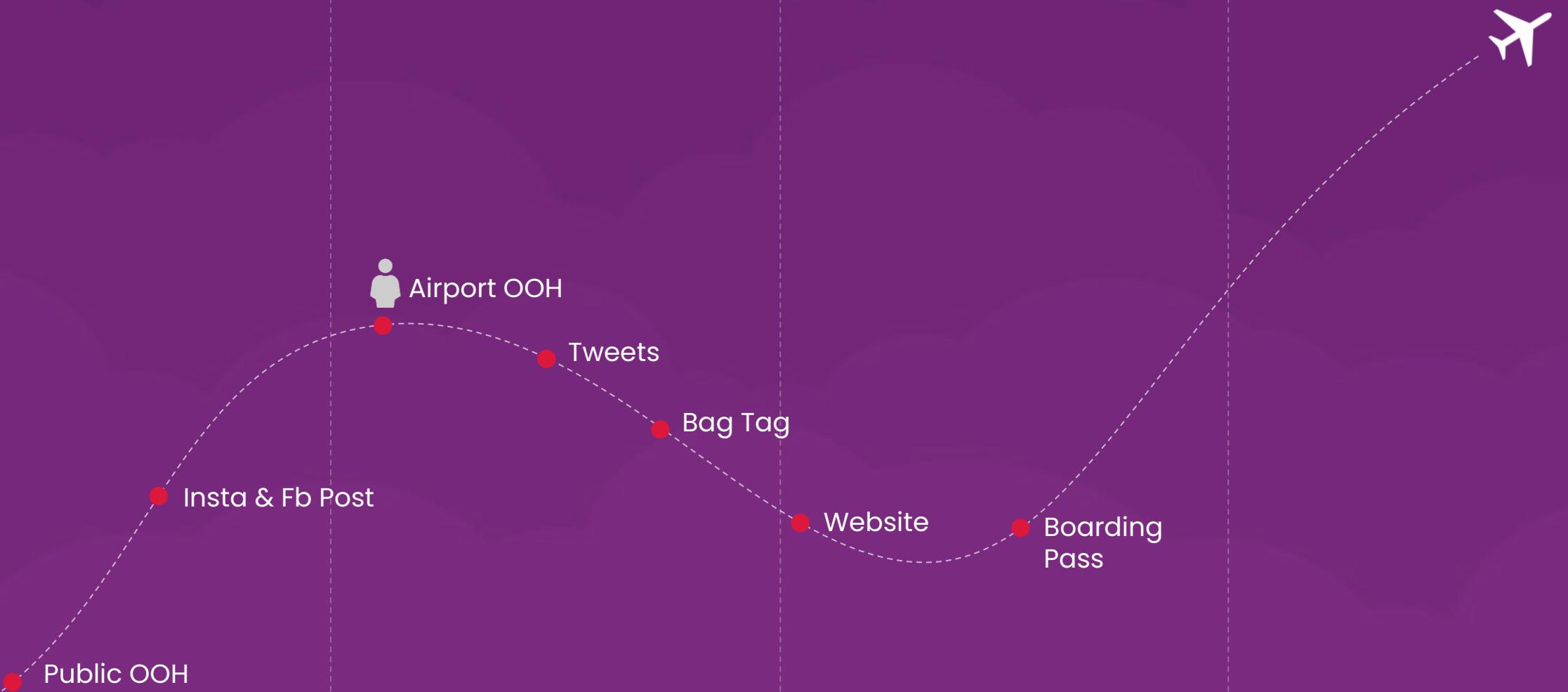
## User Journey

Awareness

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Loyalty



virgin atlantic /  go!

## BOARDING PASS

Passenger Name

Sarah Schooling

Flight Number

VS 95

Seat No:

2K

Cabin

Economy

Boarding Time

19:20

Gate

F23

Destination

New Zealand

Seq

72

Date

16 July 2019

#FlyAsYouAre

virgin atlantic /  go!

Passenger Name

Sarah Schooling

Departing

19:50

Date

16 July 2019

Seat No:

2K

Cabin

Economy

You are on the way for a trip of a lifetime. Don't ruin it by being late.  
Check the airport information screens for your flight's boarding time.



Passenger Name

Sarah Schooling

Flight Number

VS 95

Seat No:

2K

You are on the way for a trip of a lifetime.  
Check the airport information screen.

virgin  
go

Destination  
New Zealand

!

#FlyAsYouAre

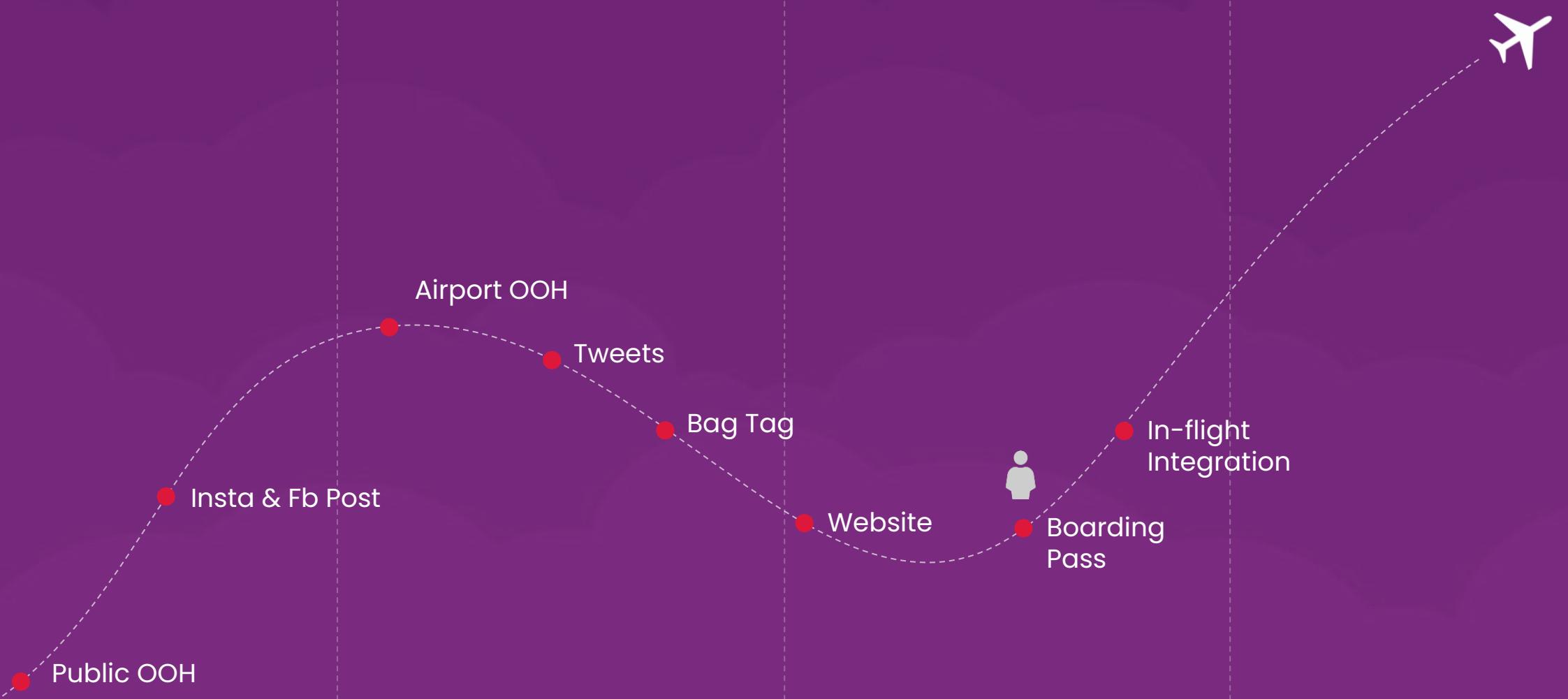
## User Journey

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# LUCILLA TURNS THE WORLD GRAY

"Red 3, 2, 1," the backstage coordinator signals at a tired, nervous Lucilla Gray at her New Zealand Fashion Week show. The designer's perfectionist side kicks in and she does a final last minute check on the models and garments ensuring that everything will run precisely.

After only 3 hours of sleep Lucilla is running purely on adrenaline as most of her hard work leading up to the show are all down to this moment.

Her fashion designs are a bi-seasonal offering, of soft flowing fabric, dreamy palettes of powder blue and lemon yellow with a 70s-meets-Japanese influence woven throughout. It's a collection that Lucilla describes as "exploring the Japanese design principles of shibui, beauty by being understated and serene,

"energized calm". But where did this all begin?

At only 24 years of age with so many accomplishments up her sleeve, Lucilla always knew that she wanted to do something creative.

"I knew from quite a young age I wanted to be in the creative industry. I always

made things so being a designer seemed like the right path. I got into the fashion industry because it was something that interested me and allowed me to use

the skills I had learned from school.

At Nataku High School Lucilla studied materials technology, graphic design, art

and photography.

One who only just graduated from Massey University Wellington with a Bachelor of Design with honours in 2014.

Later that year Lucilla created a name for herself with her own business, eponymous label 'Lucilla Gray'. Lucilla explains that she had a strong aspiration and already knew exactly what she wanted her business to look like with her brand Lucilla Gray selling the high-end fashion pieces Lucilla had designed.

Lucilla says that creating her business to be high end was in fact unintentional.

"I've always enjoyed designing a little bit conceptually using really nice fabrics

and materials. I'm still trying to work out how to fit all its together because every

country's industry is really different. My last collection, I sewed the whole thing myself."

Her first summer collection was then launched, boosting her into the demand of other well known designers. Lucilla's design process is a lot of trial and error, and wearing the pieces herself to figure out what she likes and thinks will be successful.

"I start with finding fabrics and imagery I like, I then turn my inspirations into

sketches and start tailoring my designs. A successful design will come from the toiles I enjoy wearing. It's all about the experience."

FLIGHT NUMBER  
VS246

SEAT NO.  
C01

FROM  
ASSUMPTIONS

TO  
ADMIRATION

#FlyAsYouAre



virgin atlantic

Designed with every traveler in mind.

Fly As You Are 



multi-faith  
meditation  
practice





FLIGHT NUMBER  
VS2025

FROM

HE

TO

THEY

SEAT NO.

C01



#FlyAsYouAre

WELCOME

virgin atlantic



FROM ONE STORY TO ANOTHER.



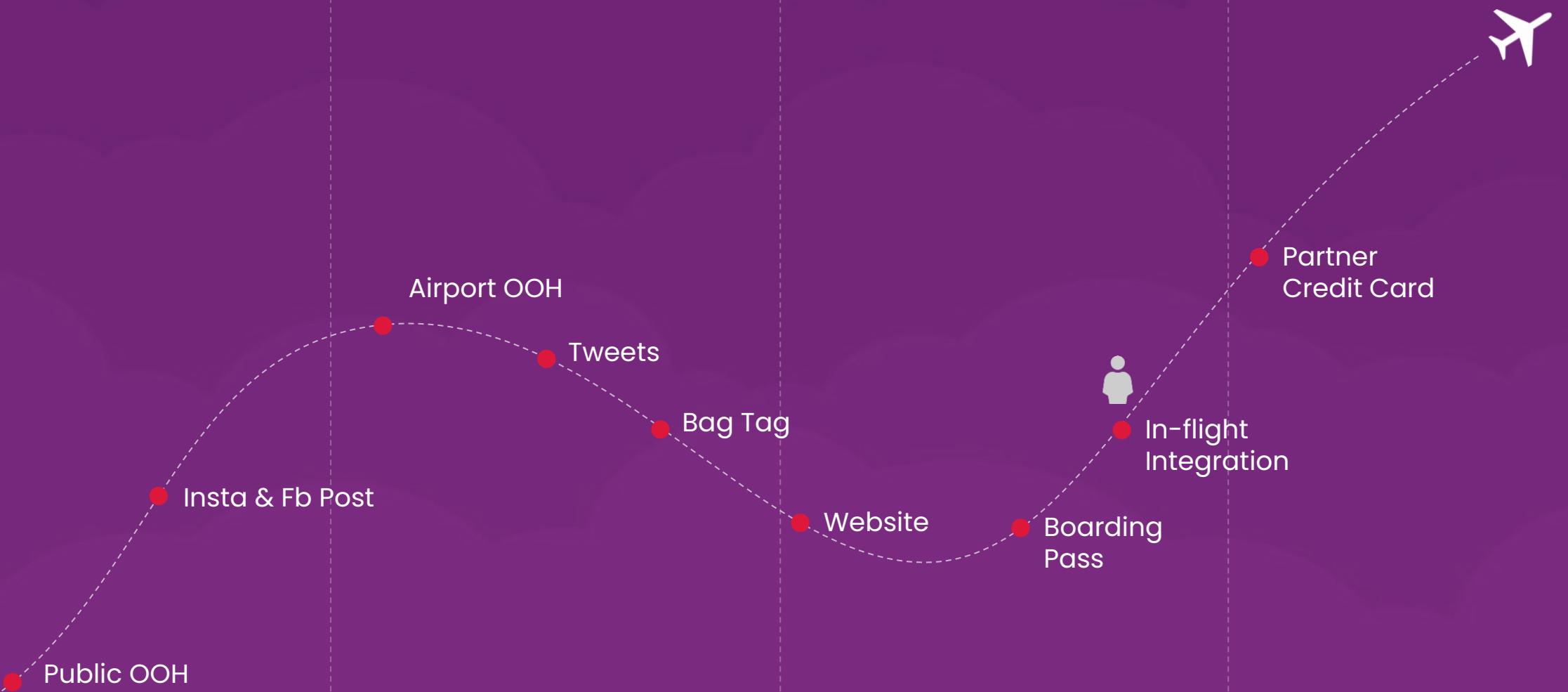
# User Journey

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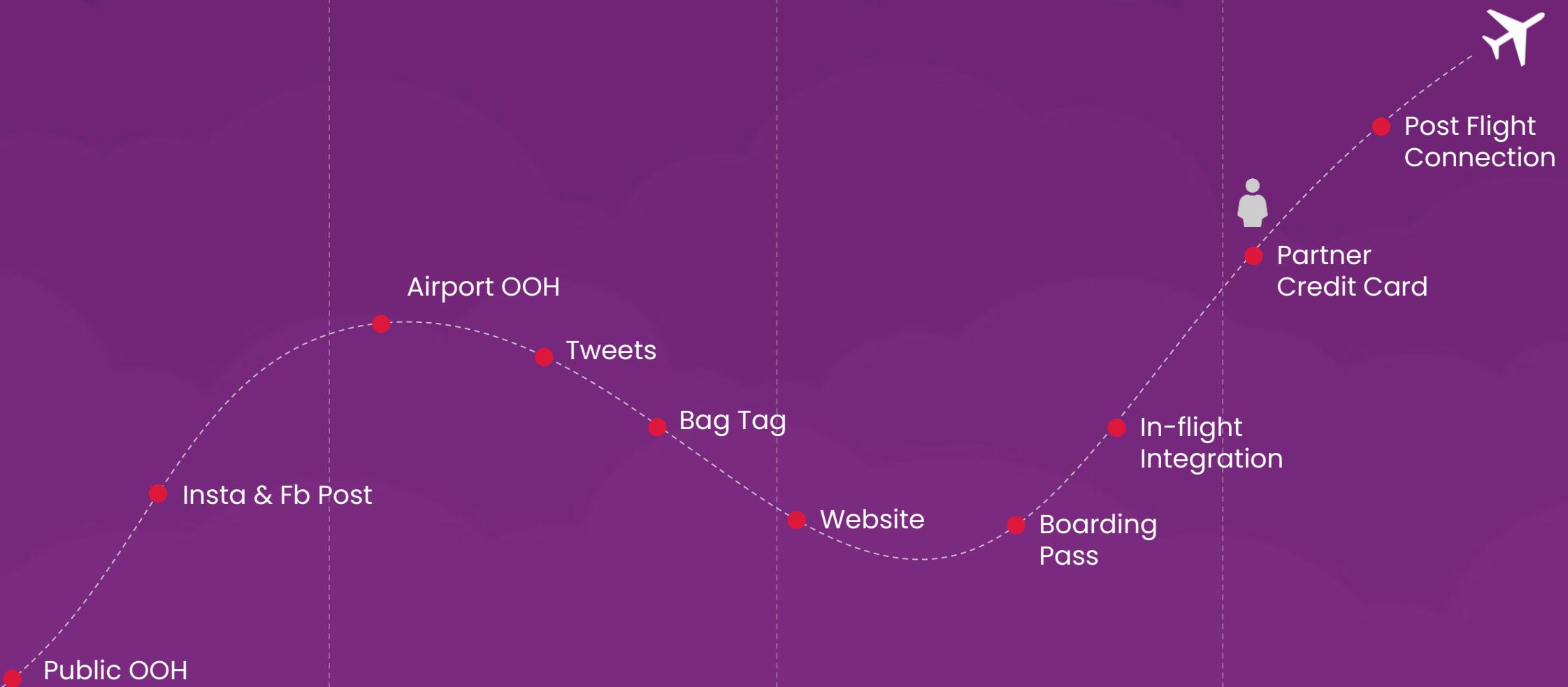
# User Journey

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*Fly As You  
Are*



virgin atlantic 

# Thank You

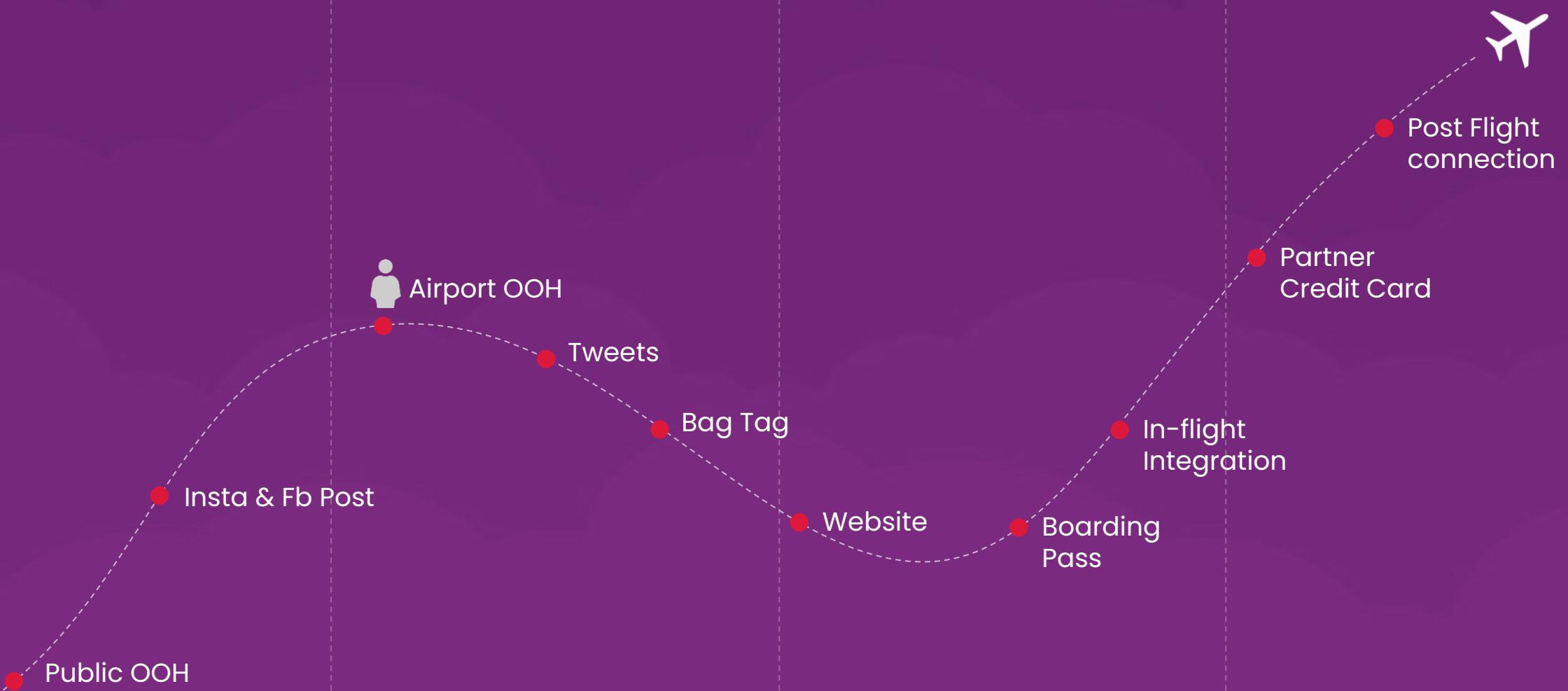
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# Zach Goldstein



## **Sexuality & Religion** (From Labels → To Love)

Age: 34

Occupation: Marketing Manager

Gender: Male

Location: New York City, USA

Background: Zach is openly gay but grew up in a conservative Ashkenazi American family. He travels frequently for work and leisure with his partner.

### Goals:

- To experience brands that reflect equality and inclusivity.
- To feel welcomed as part of a diverse traveler community.
- To share positive travel experiences that inspire others.

### Fears & Hesitations:

- Some airlines and destinations still make him feel uncomfortable or “watched.”
- Tired of rainbow-washing, wants real inclusion, not token gestures.

### Brands Zach loves:



# Ezra Sol



## Sexuality & Religion (From He → They)

Age: 27

Occupation: Freelance Copywriter

Gender: Non Binary    Location: Los Angeles, USA

Background: Ezra exudes calm curiosity a gentle, magnetic presence, always moving yet deeply present. They come alive in in between places: border towns, night trains, and markets at dawn.

### Goals:

- To live authentically without being questioned or categorized.
- To see gender diversity treated as normal, not “representation.”
- To inspire others with disabilities to explore the world fearlessly.

### Fears & Hesitations:

- Being misgendered or tokenized in spaces that claim to be “inclusive.”
- Seeing “diversity” used as a trend rather than a truth.

### Brands Ezra loves:



*Glossier.*

TOMBOY X

MUJI  
無印良品