

#ADVE-731-P02 Creative Copywriting for Advertising

# 360\* USER GROWTH & INCLUSION CAMPAIGN

Professor: Gauri Misra-Deshpande

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 light-colored blazer over a white shirt, is seated in an airplane cabin. She is holding a smartphone in both hands, smiling as she takes a photo. The cabin interior is visible, including the window and overhead storage bins. The entire image has a warm, reddish-pink tint.

For some,  
**flying is freedom.**

A woman with blonde hair is seated in an airplane cabin, looking distressed. She is holding her hands to her temples, with her eyes closed. She is wearing a dark blue t-shirt and cargo pants. The cabin interior is visible, including the window and overhead storage bins. The entire image has a warm, reddish-pink tint.

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.

Additional  
Needs

LGBTQ+

Multicultural

Religious

Neurodivergent

Racially  
Diverse



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



WELCOME



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



WELCOME

virgin atlantic



Each seat holds a different person, a different journey.



FLIGHT NUMBER  
**VS2025**

FROM  
**ANXIOUS**

TO  
**ACCEPTED**

SEAT NO.  
**C01**

#FlyAsYouAre

WELCOME

virgin atlantic



a story of gender identity and pride.

# User Journey

Awareness

Consideration

Engagement


Loyalty

Insta & Fb Post


Public OOH








 virginatlantic


The journey from doubt to doing.




 5,213


 69

 1


 97





virginatlantic What's the best kind of flight?  
The One you almost didn't take ✈️


 virginatlantic


We've made space for your prayer,  
your pause and your  
peace.




 5,213


 69

 1


 97





virginatlantic We've made room for your rhythm, your rest  
and your return. ✈️❤️


 virginatlantic


The sky makes room for every  
kind of mind.




 5,213


 69

 1

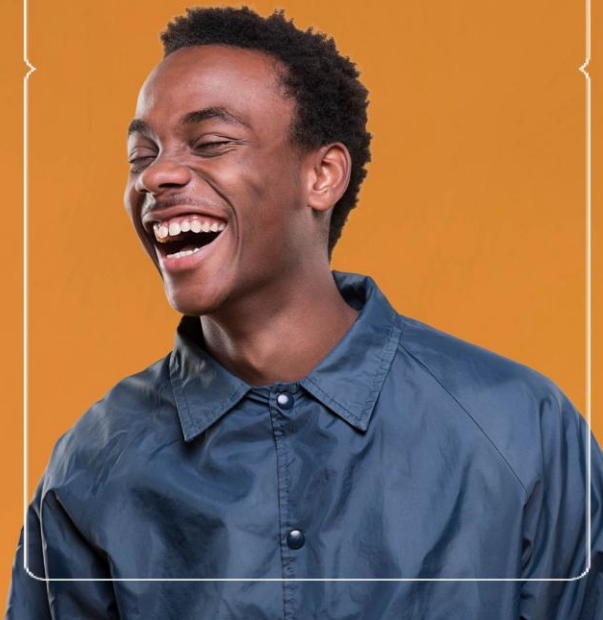
 97



virginatlantic Different minds. Same sky. ✈️🧠❤️

 virginatlantic

From heritage to horizon  
every story flies.



5,213

69

1

97

virginatlantic<sup>1</sup> Every name. Every nation. One sky. 🌍❤️✈️

 virginatlantic

Pride doesn't clock out after June.  
Neither do we.




5,213

69


1

97

virginatlantic Labels are for luggage, not people  
❤️🏳️‍🌈

 virginatlantic

Our wings don't care who  
you hold hands with.



5,213

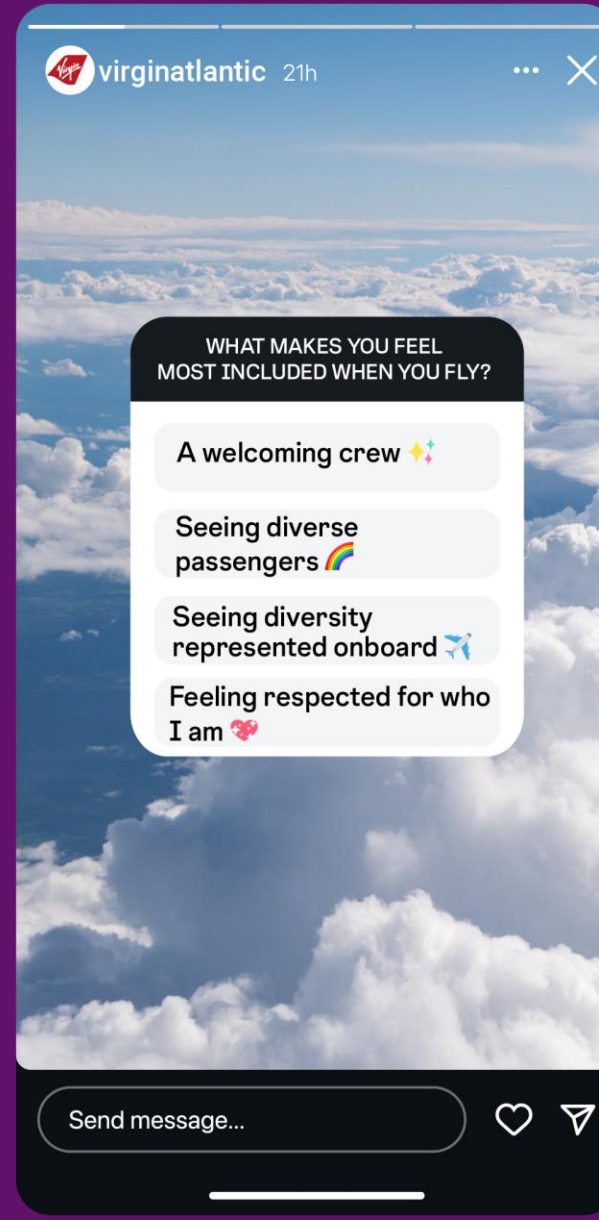
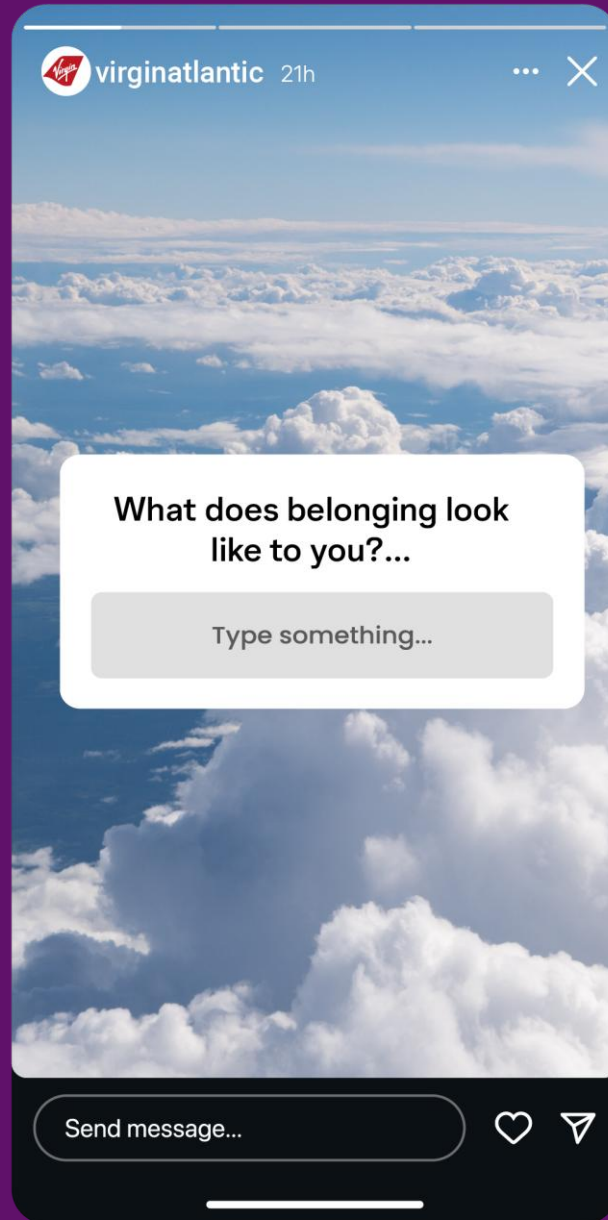
69

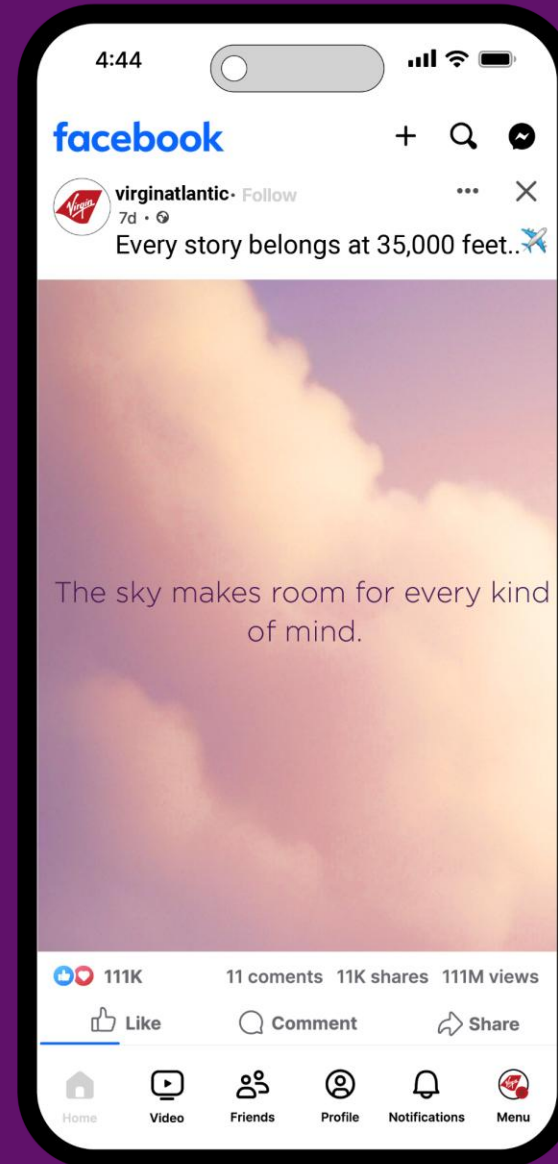
1

97

virginatlantic You bring the bold. We'll bring the boarding pass. 🌈







# User Journey

Awareness

Retargeting

Engagement

Loyalty



Insta & Fb Post

Airport OOH

Public OOH





FLIGHT NUMBER  
**VS247**


FROM  
**UNSEEN**

TO  
**CARED FOR**

SEAT NO.  
**C01**

#FlyAsYouAre



virgin atlantic 

a blind traveler who feels the sky differently.



FLIGHT NUMBER  
**VS246**

SEAT NO.  
**C01**

FROM  
**ASSUMPTIONS**

TO  
**ADMIRATION**

**#FlyAsYouAre**

**WELCOME**



every traveler finding home in the sky.

virgin atlantic





FLIGHT NUMBER

**VS0786**

FROM

**PAUSE**

TO

**PEACE**

SEAT NO.

**C01**

#FlyAsYouAre



**WELCOME**

virgin atlantic 

a Muslim traveler's comfort in the clouds.



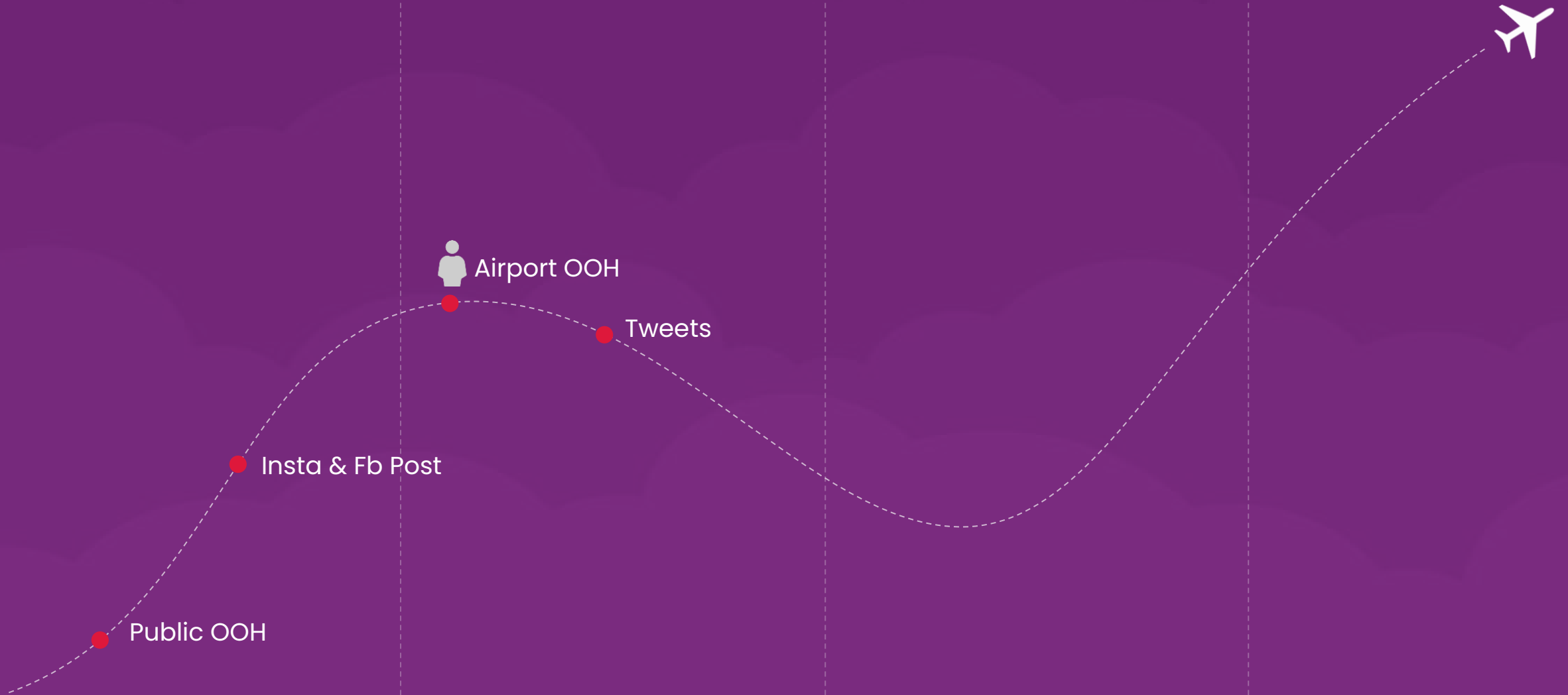
# User Journey

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 



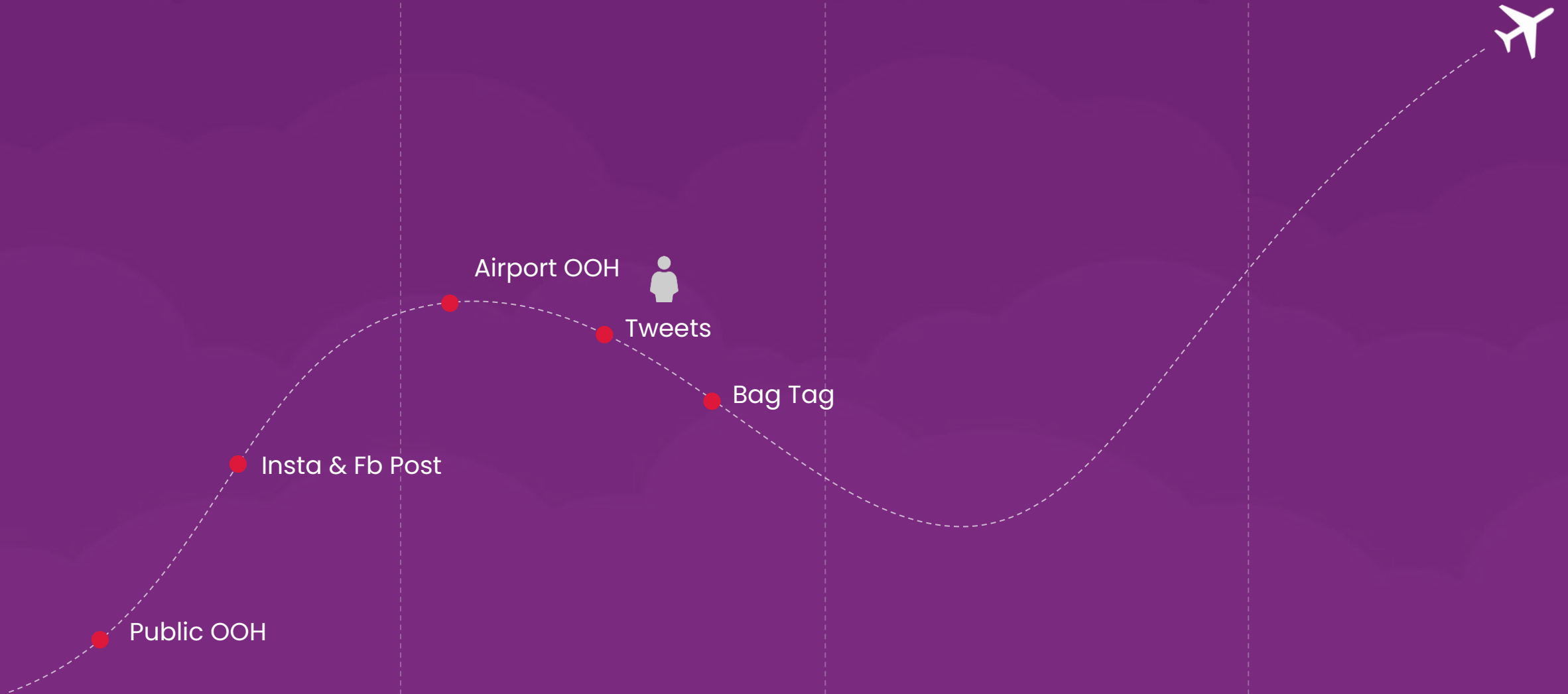
# User Journey

Awareness

Retargeting

Engagement

Loyalty





virgin atlantic

**FLY AS YOU ARE**

NAME

FLIGHT NO.

DESTINATION



virgin atlantic  
FLY AS YOU ARE

NAME

FLIGHT No

FLIGHT No

DESTINATION

SEAT



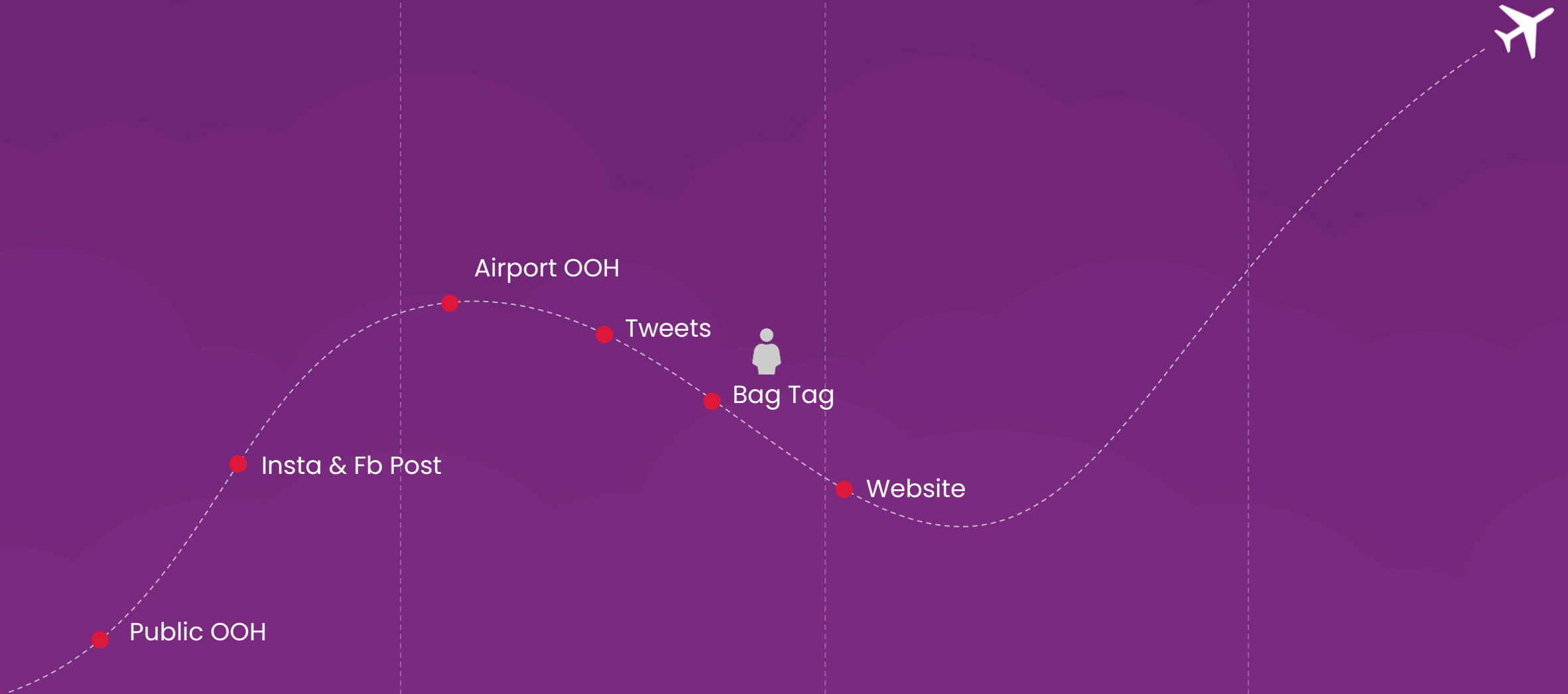
# User Journey

Awareness

Retargeting

Engagement

Loyalty





Book it now. Brag about it later.

FLIGHT NUMBER  
**VS2025**

FROM  
**HIDDEN**  
TO  
**HEARD**

SEAT NO.  
**C01**

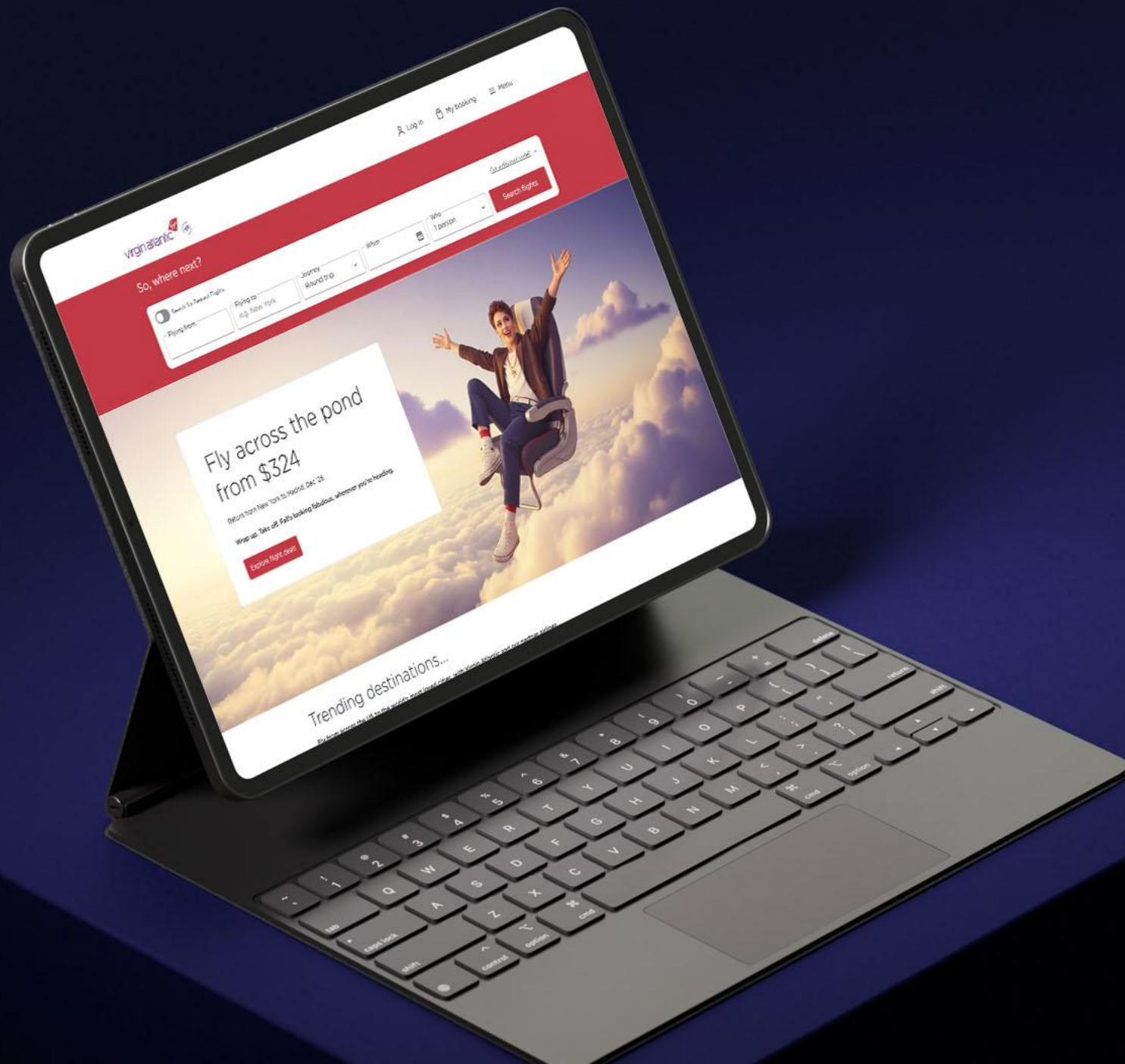


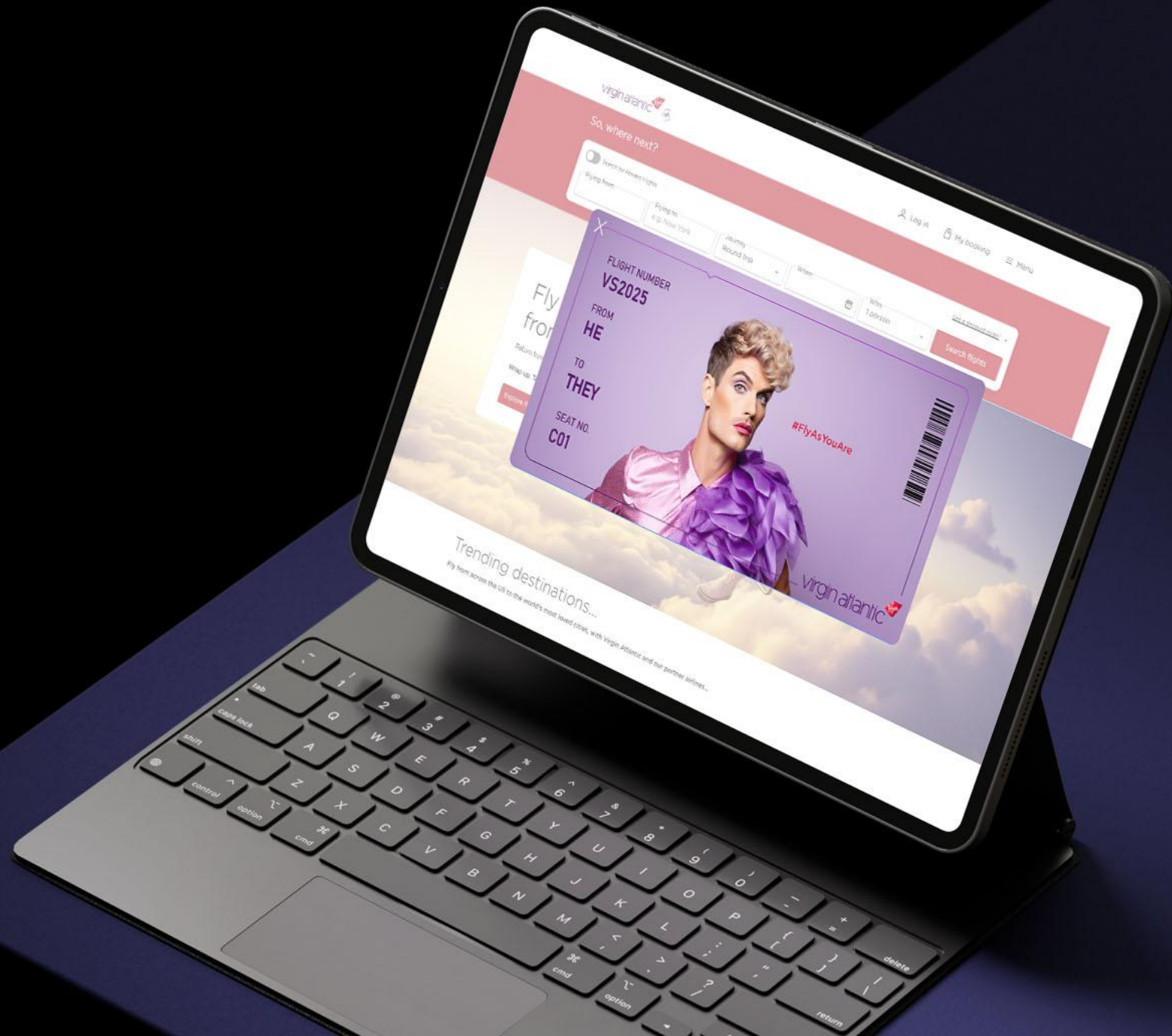
#FlyAsYouAre



virgin atlantic 









# User Journey

Awareness

Retargeting

Engagement

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.

Pas  
**Sar**

Flight Nur  
**VS 95**

Seat No:  
**2K**

You are on the way for a trip of a lit.  
Check the airport information screens

**Virgin**  
**go**

Destination  
**New Zealand**



**#FlyAsYouAre**

# User Journey

Awareness

Retargeting

Engagement

Loyalty





# LUCILLA TURNS THE WORLD GRAY

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

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

Her fashion designs are a true seasonal offering of soft flowing fabric, dreamy pools 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, 'beautiful by being understated' and wabi-sabi, 'imperfect 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 lots of different skills."

At Mitaka 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 honors in 2014.

Later that year Lucilla created a name for herself with her own business, the eponymous label 'Lucilla Gray'. Lucilla explains that she had quite a strong aesthetic and already knew exactly what she wanted her business to look like, with her brand Lucilla Gray selling the high-end fashion pieces Lucilla herself 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 it all fits 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 find 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 taking my designs. A successful design will come from the sales I enjoy wearing. It's all about the experience."

3

FLIGHT NUMBER  
VS246

SEAT NO.  
C01

FROM  
ASSUMPTIONS

TO  
ADMIRATION

#FlyAsYouAre



virgin atlantic



One of the highlights of her career so far was in April 2015 when her clothes were first shown at New Zealand Fashion Week.

"My New Zealand fashion week presentation was a proud moment, creating my own world by bringing together so many different values. I met the most lovely people working with other creatives, like on shows or photo shoots."

Lucilla's collection was then sent to Britain for London Fashion Week, where she was selected as one of 22 up and coming designers. This meant her work would be seen in Paris for Paris Fashion Week. Lucilla landed her first international order, selected Lucilla's designs to feature in the magazine and she took a collection to New York to be photographed.

Lucilla believes that being young in the industry does not disadvantage her at all. In fact it means that everyday she is able to learn something from the best of the industry who help with passing on knowledge and experience.

The aesthetic of the label is very clear as we see a lot of very clean lines and bold shapes. She is also interested in gender fluidity which means some of her clothing could be worn by both male and female, although they are generally designed with women in mind.

back to being powerful and brave."

"The people I work with inspire me, my friends and family I love create energy."

She points out that while it is exciting and important to take the brand overseas, it is important to have the support of your own country and help to establish the New Zealand fashion industry as much as possible before making a first overseas.

"This year I'm focusing on getting stocked up on new fabrics and new colors and for later in April when I will see where the sales are."

Lucilla Gray's future goals are to pick up new stock, and to keep challenging herself by her design aesthetic forward.

The advice Lucilla Gray gives to other young people who have similar passions is to be in a similar career path as her's, simply.

"If it's something you want to do, work really hard and dedicate yourself to it."

Designed with every traveler in mind.

Fly As You Are ✈️









FLIGHT NUMBER  
VS2025

FROM  
**HE**  
TO  
**THEY**

SEAT NO.  
C01

#FlyAsYouAre



11111111111111111111

virginatlantic





FROM ONE STORY TO ANOTHER.

LOCSS3 A 510 0000 0000





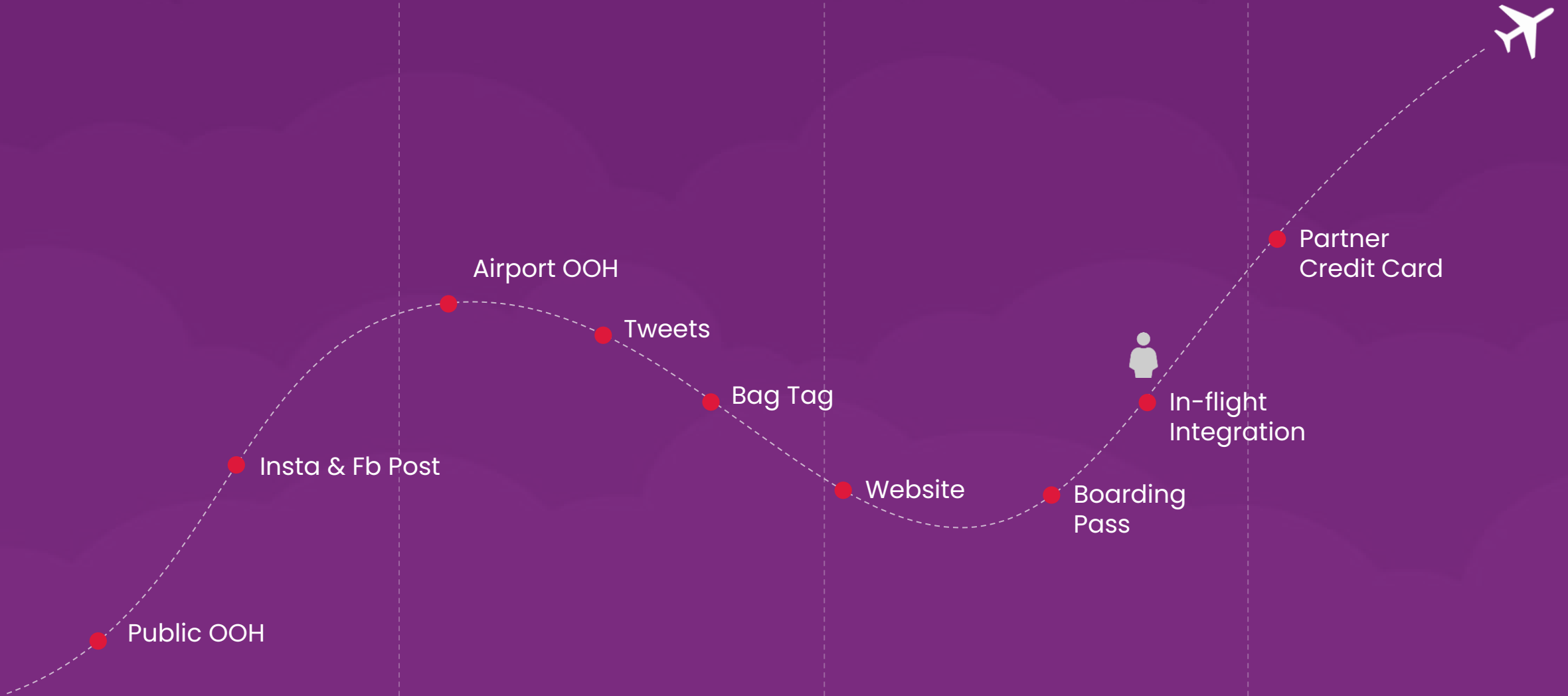
# User Journey

Awareness

Retargeting

Engagement

Loyalty





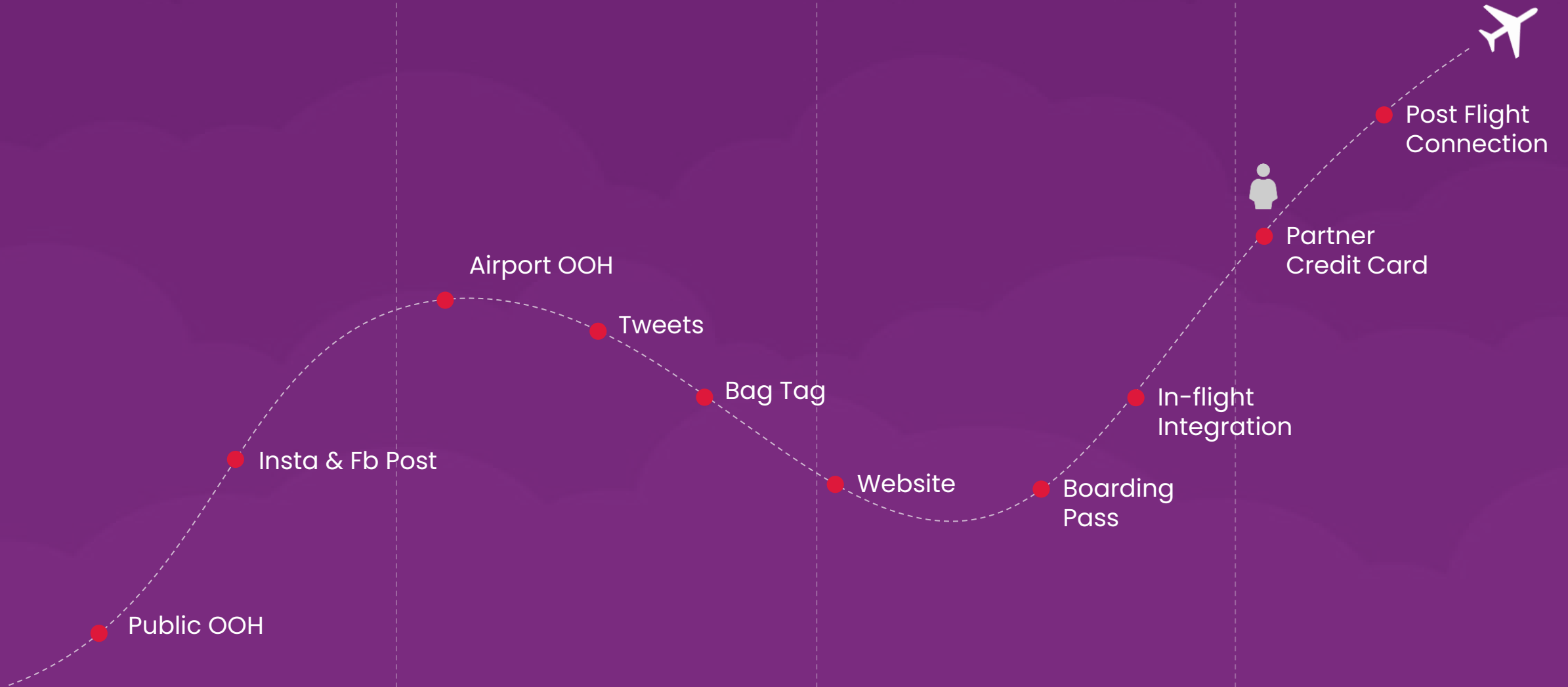
# User Journey

Awareness

Retargeting

Engagement

Loyalty





Fly As You  
Are



virgin atlantic 

**Thank You**

# User Journey

Awareness

Retargeting

Engagement

Loyalty





# 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 & Hestiations:

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

Brands Zach loves:



COS



# 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.

### Brands Ezra loves:



TOMBOY X

MUJI  
無印良品

### Fears & Hestiations:

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