

Birmingham Airport Case Study

Client Overview:

Birmingham Airport is the sixth busiest airport in the UK and the second busiest outside of London. Eight million people live within an hour's drive, but less than 40% of these people use it. In Nov'10, Birmingham Airport rebranded itself using the message "Hello World" to position itself as a truly global airport and promote the fact that it connects people with over 400 different places worldwide.

Situation:

Sunday 21st November 2010 was World "Hello" Day. Search Star was tasked with running a week-long Facebook campaign raising awareness of World "Hello" Day. With a limited budget and a short brief we were asked to create a set of quirky ads that would direct people to the World Hello Day Facebook page. The ultimate aim of the campaign was to get the people of Birmingham to each say "Hello" to 10 new people on November 21st.

Actions:

Timings were tight & we were briefed on Friday 12th Nov & had to have the campaigns ready to go live on Monday 15th Nov. The campaigns were set to target all those within a 1 hour drive of the airport & the ads were refreshed daily to keep interest high & prevent CTR wear out. We ran ads on famous hello's, best hello's, dream hello's & funny hello's!

Results:

At the end of the first day our ads had been displayed over 20 million times and we had received 5,100 clicks! By the end of the week we had gained a total of 21,568 clicks from over 86 million ad impressions. Birmingham's World Hello Day page was set up especially for this event and had just 3 fans when we started but 7 days later by World Hello Day we had 641 fans & innumerable wall posts.

Date	Impressions	Clicks	Fans
16th Nov	20,227,771	5,100	175
17th Nov	16,713,193	3,983	108
18th Nov	15,959,373	3,733	102
19th Nov	8,860,350	2,097	62
20th Nov	10,689,540	3,098	86
21st Nov	13,686,297	3,557	108
Total	86,136,524	21,568	641

Client Quote:

"We hadn't worked with Search Star before or run a Facebook ad campaign previously so were in new territory but were delighted with the experience, advice/guidance & service. Search Star quickly understood the unusual brief and delivered a fantastic set of results keeping us informed every day on the campaigns' progress. Highly recommended & well done Thank you we couldn't have achieved this without you"

- Beth Gawthorpe, Marketing Manager, Birmingham Airport