

# PR's Role in Content Creation

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@virgin\_atlantic

Flying in the face  
of ordinary.



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“For the first century of mass media, marketers had essentially to rent space on publishers pages and **interrupt** their content with advertising ... companies today are increasingly owning the media that distributes their messages and **creating the content that people want to read.**”

Skift Oct 2013

# Our approach



- Empathy with our customers?
- Does it move the needle on the brand?
- How does it support our revenue goals?
- Will we be able to sweat the idea across lots of channels?
- Is there a strong narrative that will yield earned media coverage?



# SoLoMo 2013

- Boston
- Vancouver
- Chicago
- Washington DC
- New Jersey
- NYC

*“A splash of red in a weary world of grey”*

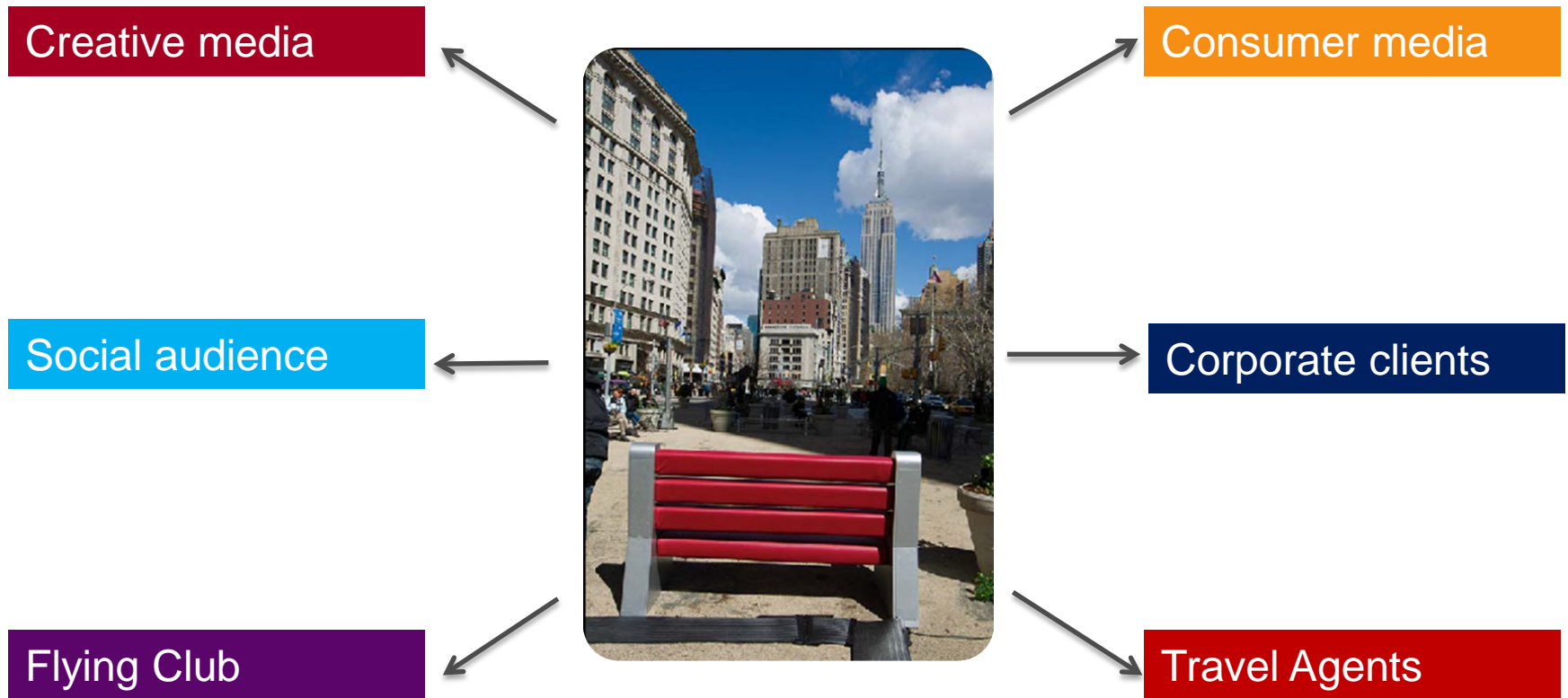


Laurent S @ConsultMeNYC  
Huge thanks to @VirginAtlantic for the awesome afternoon tea. You can count on me to #fitfoo with you from now on!  
[pic.twitter.com/G81jKDn4UY](https://pic.twitter.com/G81jKDn4UY)  
Favorited by Daniel Silva  
Hide photo Reply Retweet Favourite More

Erin Sharoni @erinsaroni  
AMAZING!! The @VAAintheUSA #FITFOO Mini Cooper just scooped me up on the streets of NYC! Much better than a cab! [pic.twitter.com/kDi8eo6b6dm](https://pic.twitter.com/kDi8eo6b6dm)  
Reply Retweet Favorite Share



# No Ordinary Park Bench





# Los Angeles Times

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# BBC America Content Partnership

- Jointly established with BBC America to reach the 678,000 British expats living in the USA.
- 66% likely to choose VAA for next flight.
- Over \$1m revenue in year 1

**#MINDTHECHAT**  
WEDNESDAYS AT 2 PM ET

**MIND THE GAP** IN ASSOCIATION WITH **virgin atlantic**

JOIN BRITISH EXPAT EXPERTS ON TWITTER TO DISCUSS SURVIVING AND THRIVING IN AMERICA.

**@MINDTHEGAP\_BBCA**

Not your everyday flight to London. Daily.  
London from \$567\*  
\*Each way based on 9/7. Restrictions apply.

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**BBC AMERICA**  
HOME SHOWS SCHEDULE VIDEOS BLOG SHOP

FIND YOUR LOCAL CHANNEL FOLLOW US f t MORE Search

**MIND THE GAP** A BRIT'S GUIDE TO SURVIVING AMERICA  
IN ASSOCIATION WITH virgin atlantic

Mind The Gap Home | Archive | About | f Like 43k t Follow @mindthegap\_bbc 1,910 followers

**FEATURED**

 **British Expat of the Month: Anthony Freeman, NASA's Jet Propulsion Laboratory**  
By James Bartlett  
Posted on June 13th, 2013

Mind the Gap, in association with Virgin Atlantic, will be highlighting British expats in the U.S. who are making notable contributions to their communities.

READ MORE +1 Tweet 6 f Like 10

**MOST RECENT**

 **11 TV Shows That Explain American Culture (for a British Expat)**  
By Ruth Margolis  
Posted on June 11th, 2013

Want to learn everything there is to know about U.S. society without actually leaving the house? Turn on your telly...

READ MORE +1 Tweet 7 f Like 65

 **The Cultural Divide: Brits vs. Americans on Toast**  
By James Bartlett  
Posted on June 6th, 2013

**EDITOR'S PICKS**

 11 TV Shows That Explain American Culture (for a British Expat)

 A British Expat's Guide to Cooking in the U.S.

 The Cultural Divide: Brits vs. Americans on Toast

 British Expat of the Month: Anthony Freeman, NASA's Jet Propulsion Laboratory



# NFL Red Hot Reporter

**Virgin Atlantic USA** @Virgin\_Atlantic 3h  
The #RedHotReporter winner will be reporting from the @nfl game at Wembley between @49ers and @jaguars Find out more: [youtube.com/watch?v=M8lhKW...](http://youtube.com/watch?v=M8lhKW...)  
Hide media Reply Retweet Favorite More

YouTube

Hottest Job in Football: #RedHotReporter at NFL...



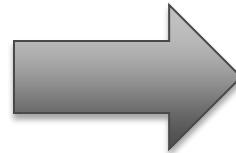
Adam Scheffer

San Francisco 49ers

0:00 / 1:27

Hottest Job in Football: #RedHotReporter at NFL International Series

Adam Scheffer, Football Reporter and television analyst, kicks off Virgin Atlantic's hunt for someone with an insatiable love for the game and a fiery passio...



## Virgin Atlantic Red Hot Reporter - YouTube



[www.youtube.com/watch?v=dtOzbs2u4-w](http://www.youtube.com/watch?v=dtOzbs2u4-w)  
6 days ago - Uploaded by Allyson Berger  
Virgin Atlantic, pick me as your Red Hot Reporter for 2013 NFL International Series!

## Emma Jamieson - Virgin Atlantic Red Hot Reporter - YouTube



[www.youtube.com/watch?v=B182gXftwLU](http://www.youtube.com/watch?v=B182gXftwLU)  
May 22, 2011 - Uploaded by Emma Jamieson  
5:43. Watch Later Rose's first plane ride- take-off by allysa199299,055 views · 5:01. Watch Later AA Boeing ...

## Virgin Atlantic Red Hot Reporter 2011 - YouTube



[www.youtube.com/watch?v=NiB0lmpRueA0](http://www.youtube.com/watch?v=NiB0lmpRueA0)  
May 22, 2011 - Uploaded by thatswrong13  
Please support my attempt to go to Miami, report on a party and be able to legitimately call it "work".

## Virgin Atlantic Red Carpet Reporter - YouTube



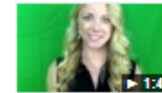
[www.youtube.com/watch?v=huuRYt-Dw3w](http://www.youtube.com/watch?v=huuRYt-Dw3w)  
May 21, 2011 - Uploaded by AndreaFeczko  
Hey Virgin Atlantic! I should be your new red hot red carpet reporter for your big 2-5 celebration in Miami ...

## Erica Renee Davis - Virgin Atlantic's Red Hot Reporter - YouTube



[www.youtube.com/watch?v=6kAisLIN44k](http://www.youtube.com/watch?v=6kAisLIN44k)  
2 days ago - Uploaded by Erica Davis  
Erica Renee Davis - Virgin Atlantic's Red Hot Reporter  
Contact: EricaReneeDavis1@gmail.com Facebook.com ...

## Virgin Atlantic's Red Hot Reporter 2013 - YouTube



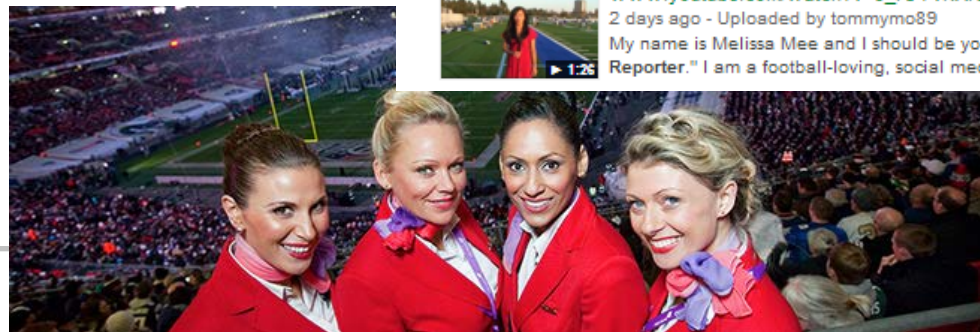
[www.youtube.com/watch?v=ZeCEZE0ibbQ](http://www.youtube.com/watch?v=ZeCEZE0ibbQ)  
2 days ago - Uploaded by Amanda Borges  
Hey Virgin Atlantic! I would be incredibly thankful if you chose me to be your Red Hot Reporter to travel to ...

## Melissa Mee's Virgin Atlantic "Red Hot Reporter" Video - YouTube



[www.youtube.com/watch?v=9\\_rOYvNXrSE](http://www.youtube.com/watch?v=9_rOYvNXrSE)  
2 days ago - Uploaded by tommymo89  
My name is Melissa Mee and I should be your next "Red Hot Reporter." I am a football-loving, social media ...

115m social & media impressions in 1 week



# Measurement

