

Virgin Atlantic launches world first NoLo onboard drinks menu



REGAL ROGUE VERMOUTH

CELEBRATING & SUPPORTING UNIQUE LISTINGS

WE WERE ASKED TO...

Represent our client (Regal Rogue) and work with the team at Virgin to help create content and get extra eyeballs on a world's first.

SO WE...

Amplified the launch content by seeding and interacting with journalists in and out of the alcohol media. Aiming to win some extra press coverage in the process.

AND ACHIEVED...

Over 2,000 organic engagements in one day, sending over 100 people to enter the competition to win the NoLo hamper. Best of all, out of our social outreach we landed a piece in The Drinks Business main site and in their daily newsletter which has a base of 62,000 to date.

All organically, not a drop of media spend spent.

