



PRESS RELEASE

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BRITISH AIRWAYS ON BOARD WITH BBC FIRST

British Airways has signed on as a partner for premium drama channel BBC First, BBC Worldwide Australia & New Zealand (ANZ) has announced.

The three-month cross-platform package includes sponsorship of Wednesday, Saturday and Sunday evenings on the channel, featuring programs such as *Wolf Hall* and upcoming *Indian Summers* and series 4 of *DCI Banks*.

The deal, which coincides with the 80th anniversary of British Airways 'kangaroo route' from Australia to London, was secured by BBC Worldwide ANZ with Multi Channel Network and Carat.

BBC Worldwide ANZ's creative team will produce a series of bespoke sponsorship assets to support the campaign, including a TVC and partnership idents. Based around the theme, the 'Premium British Experience', the creative campaign will focus on the journey of flying with a 'truly British' airline.

The package will also give British Airways a prominent online presence, with sponsorship extended to BBC.com, with BBC Homepage and BBC Travel buyouts as well as premium video placements, which will direct customers to a consumer promotion on flights.

British Airways joins current sponsors including Audi and MLC, who both recently renewed their partnerships with the channel.

Alistair McEwan, BBC Worldwide ANZ Director of Advertising Sales & Brand Partnerships, said: "British Airways is a pre-eminent British brand with a long and rich history and we're delighted to have them on board alongside our current raft of premium sponsors.

"BBC First is a place for premium brands to associate with unmissable British content, the perfect environment for British Airways to tell their story and engage with our audience."

Nicole Backo, regional general manager, South West Pacific, British Airways said: "British Airways is delighted to be partnering with BBC First as we celebrate 80 years of flying from Australia to London.

"British Airways is the only European airline to continue servicing the Australian market and we are extremely proud of our length of service to the historic kangaroo route. The partnership presents us with the perfect synergy between two iconic British brands to celebrate our 80 year milestone."

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For more information, please contact:

Sarah Tulley:

+61 2 9744 4625

sarah.tulley@bbc.com

NOTES TO EDITORS:

About BBC Worldwide Australia & New Zealand

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site.