

Miracle on the Hudson (A): Landing U.S. Airways Flight 1549

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BRITISH AIRWAYS

874
+ 40,000 employees
282 planes

229 destinations
7th best airline in the world
514/10

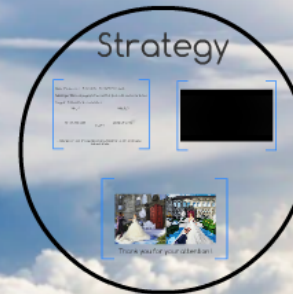
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Osmann couple

Maley Osmann
Russian model

Marcel Osmann
Russian photographer

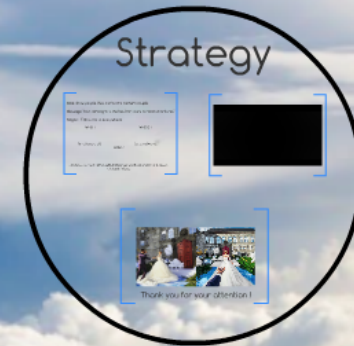


Strategy

Think you're not a student?

Miracle on the Hudson (A): Landing U.S. Airways Flight 1549

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BRITISH AIRWAYS



1974



+ 40 000 employees



262 planes



209 destinations



7th best airline in the world
8.14/10

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TheCaseSolutions.com Osmann couple



Nataly Osmann
Russian model



Murad Osmann
Russian photograph

Why are they famous ?



- Create together this famous picture
- The first picture
- Follow me to project : #FollowMeTo
- Worldwide known



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Why do we need both of them ?



His idea
His work



Her face
Her body
Her beauty

- People can't know one without the other
- People follow the love story

Why are they the perfect brand ambassadors for British Airways ?



- They travel everywhere and everytime
- Travel blogger (@followme.travel)
- They share all their adventures on social media
- One of the most famous travel influencers

Young, Cute, Elegant, Stylish, Friendly, Joyful, Funny
They show an image of a perfect couple, they give to people the envy to travel

Osmann couple



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Russian model



Murad Osmann

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208k followers



5.6M followers



5k followers

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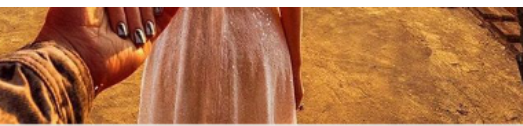
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