

The Next Emerging Giants Take Flight

TheCaseSolutions.com



BRITISH AIRWAYS

- 874
- + 40,000 employees
- 282 clones
- 227 destinations
- 7th best airline in the world (SW/D)

TheCaseSolutions.com



TheCaseSolutions.com
Osmann couple

Maley Osmann
Russian model

Marcel Osmann
Russian photographer



Strategy

Think you're not a student?

The Next Emerging Giants Take Flight

TheCaseSolutions.com



BRITISH AIRWAYS

1974
+ 40,000 employees
262 planes

209 destinations
7th best airline in the world
8/4/70

TheCaseSolutions.com

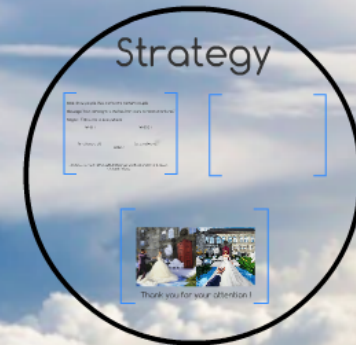


TheCaseSolutions.com
Osmann couple

Nataly Osmann
Russian model

Mural Osmann
Bills on photograph

Who are you looking for?
TheCaseSolutions.com
The Osmann couple had a great relationship for 10 years. They were a perfect match. They were a perfect match. They were a perfect match.



Strategy

What is your business strategy?
How do you manage your business?
What are your goals?
How do you measure success?

Thank you for your subscription!

BRITISH AIRWAYS



1974



+ 40 000 employees



262 planes



209 destinations



7th best airline in the world
8.14/10

TheCaseSolutions.com

BRITISH AIRWAYS



1974



+ 40 000 employees



262 planes



209 destinations



7th best airline in the world
8.14/10

TheCaseSolutions.com

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



TheCaseSolutions.com



TheCaseSolutions.com

TheCaseSolutions.com

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

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

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



208k followers



5.6M followers



5k followers

TheCaseSolutions.com

Why do we need both of them ?



His idea
His work



Her face
Her body
Her beauty

Why are they famous ?



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



208k followers



5.6M followers



5k followers

TheCaseSolutions.com



TheCaseSolutions.com

Why are they famous ?



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



208k followers



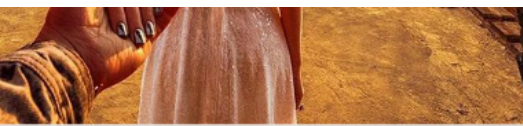
5.6M followers



5k followers

TheCaseSolutions.com





208k followers

5.6M followers

5k followers

eCaseSolutions.com



TheCaseSolutions.com