

# British Airways Harvard Case Solution & Analysis



**Strategy**

Strategic focus on premium services and fleet modernization.

Key initiatives include the introduction of the Boeing 787 Dreamliner and the expansion of the Oneworld alliance.

Emphasis on customer experience and operational efficiency.

**BRITISH AIRWAYS**

250 destinations

7th best airline in the world

18,600

**Osmann couple**

Nikky Osmann

Miriam Osmann

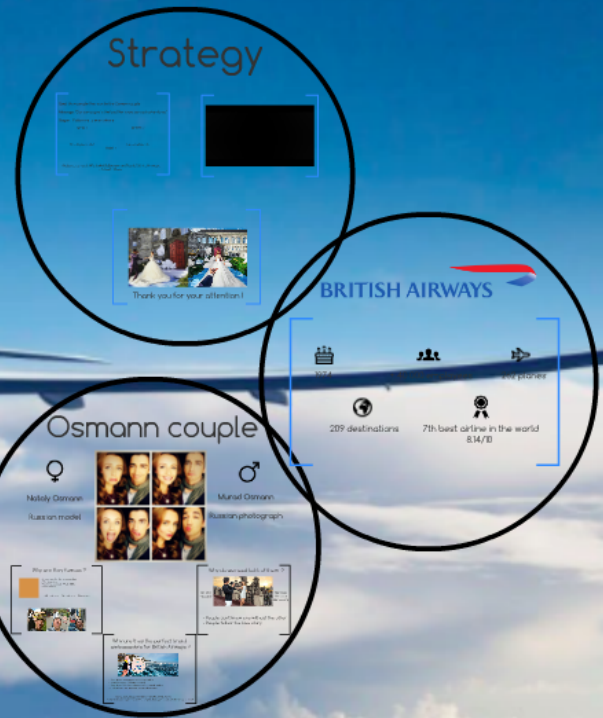
Relationship photograph

What is their story?

How did they meet?

What is their relationship like now?

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our attention!

# BRITISH AIRWAYS



1974



+ 40 000 employees



262 planes



209 destinations



7th best airline in the world  
8.14/10

ouple



Murad Osmann

Russian photograph



# BRITISH AIRWAYS



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8.14/10

# Osmann couple



Nataly Osmann

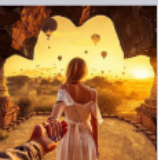
Russian model



Murad Osmann

Russian photographer

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

Why do we need both of them ?



His idea  
His work



Her face  
Her body  
Her beauty

# 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

# Strategy

Goal: Show people they can be the Osborn couple  
Message: "Our compagny is the best for yours abroad adventures"  
Slogan: "Follow me to everywhere"

WHO ?



18 - 30 years old

WHERE ?



Social networks

HOW ?



- Pictures contest : #FollowMeToEverywhereThanksToBritishAirways  
- Advert : Vidéo



BRITISH AIRWAYS



Thank you for your attention !

BRITISH A



BRITISH AIRWAYS 



Thank you for your attention !