

BRITISH AIRWAYS RADIO CAMPAIGN

“Empire” :60

JOHN CLEESE: It used to be said, “The sun never sets on the British Empire.” Of course these days the Brits are a bit short on empire but we still have British Airways, the world’s favourite airline, which in its own way is just as far-reaching as the old empire but much easier on the traveler, since now you can fly places instead of going by elephant. You see, with service to 71 cities across Europe and over 150 around the world, British Airways fly more people to more places than any other airline. Now, to reinforce the connection between the scope of the old empire and the scope of British Airways, some advertising genius has suggested a clever slogan like, “The sun never sets on British Airways,” or, “British Airways go everywhere under the sun,” or perhaps simply, “My son flies British Airways.” So however you choose to remember it, please remember British Airways reach practically anywhere in the world, just like the old empire, only you don’t have to wear those silly safari outfits.

“Holidays” :60

JOHN CLEESE: At British Airways, our in-depth consumer research has shown that for you Americans, Britain is your favourite place to go on holiday, for reasons including number one, “The language is easy to pick up,” number two, “I enjoy seeing judges in powdered wigs,” and three, “Everything is, like, so totally British there.” Now, if you’re planning a holiday in Britain or anywhere in Europe for that matter, do call British Airways Holidays, the largest tour operator to Europe, which offers fascinating vacations at absurdly low prices. There are programmes for every type of traveler, from comfy guided motorcoach tours with all the trimmings to budget vacations for the tourist who wants to expand his horizons without shrinking his billfold. British Airways Holidays. The perfect way to see Europe, whatever your reason for visiting Europe, including reason number four, “It’s even closer than Canada,” which was submitted by an American high school student.

“Days of Olde” :60

JOHN CLEESE: People ask, where does the tradition of outstanding service at British Airways, the world’s favourite airline, come from? Well, in days of olde, when knights were bolde, they had faithful squires. You see, knights were “high maintenance,” stuck all day in those big clunky suits of armor, and the faithful squire tidied up around the castle, kept the knight’s lance nice and pointy, and made sure he was always shiny and rust-free. Now, today’s British Airways employees are just like those faithful squires, exhibiting a level of service and dedication rarely seen in modern times. All receive special training in programmes no other airline has. The flight attendants even have the rather peculiar but useful ability to read your body language, so they know what you want before you have to ask for it. Of course, tending to the individual needs of 24 million British Airways passengers may seem like a Herculean effort. But it’s nothing compared to, say, picking up a knight’s suits from the cleaners.

“The British” :60

JOHN CLEESE: Apparently, some of you are perplexed as to how British Airways, the world’s favourite airline, could possibly promise such sybaritic pleasures in our Club Class. After all, when one thinks of creature comforts, the last people one thinks of are the British. Our climate is damp, our castles are draughty and frequently haunted, and our cooking could flunk and American fifth grader out of home economics. You see, we British are raised on the notion that stoically enduring hardship builds character. Nevertheless, British Airways offer in Club Class an elevated level of business class service tailored to the individual. There are yummy yet healthful choices at mealtimes, extra-wide seats that allow you to work or sleep, footrests, fluffy little pillows, and sundry other embarrassingly cushy niceties. It’s all designed to deliver you in tip-top shape, and ready to go about your business. So do fly British Airways Club Class, and indulge in a veritably orgy of mollycoddling, if that’s the sort of thing you want.