



Virgin is known for applying its brand values across many sectors, making it arguably one of the most diverse brands in the world. Throughout its history, Virgin has focused on quality and service and strives to offer industry innovation. There are now more than 200 Virgin-branded companies worldwide, a testament to its diversity and longevity.

Market

Since it was established by Richard Branson in 1970, the Virgin Group has gone on to operate in sectors ranging from music and travel to financial services and retail, with three key brands: Virgin Atlantic, Virgin Holidays and Virgin Media.



Product

The Group's flagship airline, Virgin Atlantic, serves the long haul flight market and carries around six million people annually on 38 aircraft. Virgin Atlantic operates three cabin classes on board its flights – Upper Class, Premium Economy and Economy – and focuses on quality and service, striving to offer industry innovation. It was the first to introduce seatback televisions in all cabins and to create the Premium Economy cabin. Unlike many rivals, it continues to offer frills such as Oscar-winning films, drinks and a choice of three meals at no extra cost. Its new Upper Class Wing at Heathrow's Terminal 3 has been dubbed the world's fastest check-in by Wallpaper*

magazine and along with its multi-award-winning Heathrow Clubhouse, demonstrates how Virgin Atlantic continues to strive for exacting standards within the airline industry.

Virgin Holidays offers bespoke holiday experiences throughout the world, from Alaska to Zanzibar, backed up with expert knowledge and innovative customer service from booking through to resort. It is the UK's largest long haul holiday company and the market leader to the US, the Caribbean and the Middle East. Its extensive retail network of Virgin Holidays stores – 46 throughout the UK – offers an alternative to the traditional high street travel agent experience.

Launched in 2007, Virgin Media was the first company to provide for all of its customers' digital needs in one package, bringing broadband, television, phone and mobile services to almost 12 million homes nationwide. It owns the largest fibre optic network in the UK and it is purpose-built for the way digital media is consumed today. Films, television, music, games and social networks can be accessed simultaneously, across multiple devices at home and out and about.

Virgin Media delivers the UK's fastest broadband with 10Mb, 20Mb and 50Mb products offering superior average speeds. With the roll out of up to 100Mb continuing into 2011, services are only going to get faster.

Achievements

Virgin Atlantic has won an array of awards for its service and product innovation including Best Business Class, Best Premium Economy, Best Economy and Best Airline Lounge from the likes of Business Traveller, SkyTrax and Travel Weekly, to name but a few. It has also been commended for leading the way in environmental air travel and was the world's first commercial airline to successfully fly biofuel at 30,000ft.

The brand's memorable Still Red Hot 25th birthday campaign, which recreated the airline's launch in June 1984, was a notable achievement and listed as one of the top 10 marketing moments of 2009 by Campaign magazine. Virgin Atlantic's recent focus on building its social media presence has seen the airline rated as one of the most positively perceived and talked-about brands, according to the independent Kaizo Advocacy Index.

Virgin Holidays achieved unprecedented success in 2010 with a record 13 trophies at the British Travel Awards including the Gold Award for Large Holiday Company of the Year. It was also voted Long Haul Operator of the Year at the Travel Trade Gazette Awards and topped the tourism category in the 2010 UK Customer Services Index.



Recent Developments

In December 2010, Virgin Media launched the next generation of television powered by TiVo. A groundbreaking service, it not only offers a search and browse facility through past and future TV listings, but also learns what the customer likes and suggests shows they might enjoy – and with a terabyte hard drive, can hold up to 500 hours of programming. Virgin Media television boasts more than 200 channels and the best in high definition and 3D programming, as well as an unrivalled TV on demand service, with thousands of hours of programmes, movies and music.

The key to Virgin Media's success is putting the customer at the heart of everything. More than 750,000 individual customer comments and Net Promoter® Scores have been collected, helping Virgin Media find solutions to issues that are important to its customers.



Promotion

Virgin Atlantic has recently revamped its advertising approach, concentrating on different aspects of each of its cabin classes and highlighting their specific product benefits, from the no-extra-cost frills in Economy to the wider seats with more leg room in Premium Economy and the fully flat bed in Upper Class. Its promotional strategy has been designed to differentiate Virgin Atlantic from other airlines that may fly the same planes from the same airports but don't offer the same standard of service.



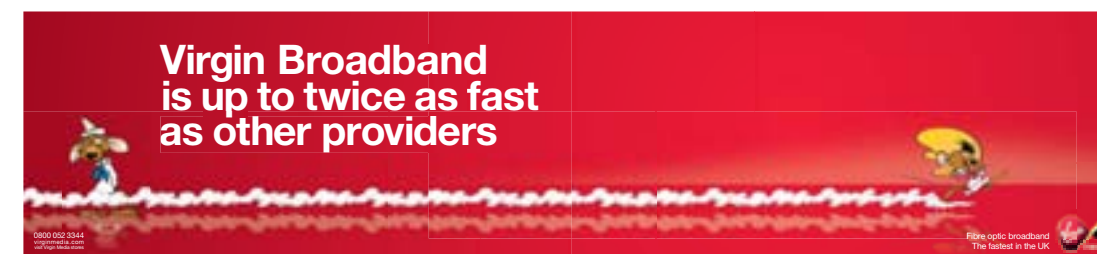
The launch of its first global television campaign aimed at reinforcing the airline's 'it' factor was a brand milestone in 2010. It was aired across the UK and for the first time in the brand's history, in cities across the US including New York, Washington, Boston, San Francisco and LA. Featuring the strapline 'Your airline's either got it or it hasn't', it takes viewers on a metaphorical flight with Virgin Atlantic – a journey through a surreal and glamorous world of airline iconography dramatising how it feels to fly with Virgin. As with the Still Red Hot campaign, Virgin Atlantic's cabin crew feature in the advertising, showcasing the brand's uniquely engaging service style and injecting

a sense of humour, qualities inherent to the airline's brand. Featuring 'Feeling Good' by Muse as its soundtrack, it is one of the few advertising campaigns for which the band has licensed a track.

Rockstar Service is the latest campaign from sister company Virgin Holidays. Centred on the misguided adventures of fictional rock band 'The Danke Schons', it is based on the brand's belief that exceptional service should come as standard for everyone. The TV spot was picked by viewers as one of the UK's top 20 advertisements of 2010 in ITV's Ad of the Year programme.

Brand Values

Virgin has an appealing youthful personality and since its inception has endeavoured to adhere to its brand values: Fun, Value for Money, Quality, Innovation, Competitive Challenge and Brilliant Customer Service. These brand values focus on putting Virgin customers' needs first, constantly challenging the status quo by putting innovation at the heart of its philosophy and always encouraging staff to think the impossible, with resulting benefits for its customers.



Things you didn't know about Virgin

Virgin Atlantic's aircraft are all female and have carried more than 65 million passengers since the airline launched in 1984.

Exclusive to Virgin Holidays, v-rooms are the world's first and only airport lounges dedicated entirely to people going away on holiday.

Virgin Media's V+ HD box lets viewers pause, rewind and record live TV. Unlike those supplied by other service providers, it allows two programmes to be recorded while a third is watched.

1984	1992	1999	2003	2006	2007
Virgin Atlantic is established. The inaugural flight takes place on 22nd June, from London to Newark. This is followed in 1985 by the birth of Virgin Holidays, carrying 14,000 passengers in its first year.	Virgin Atlantic introduces the revolutionary Premium Economy class, which goes on to be replicated by several other airlines.	Richard Branson sells a 49 per cent stake of Virgin Atlantic to Singapore Airlines.	The Upper Class Suite is launched, complete with the longest fully flat bed in any business class.	Virgin Atlantic adds Montego Bay and Dubai to its list of destinations, an industry-leading environmental strategy is unveiled, and Virgin Atlantic becomes James Bond's airline of choice in Casino Royale.	ntl:Telewest merges with Virgin Mobile and virgin.net, relaunching as Virgin Media. An internal brand and culture programme is rolled out.

2008	2009	2010
Also in 2007, Virgin Atlantic places an order for 23 fuel-efficient Boeing 787 Dreamliners – the largest order in Europe – and its new Terminal 3 facility opens at Heathrow.	Virgin Media launches its 50Mb broadband and is ranked the sixth Most Loved Brand in a survey carried out by Joshua-G2 and Marketing magazine.	Virgin Media upgrades 4.2 million customers from 2Mb to 10Mb, and Virgin Atlantic celebrates its 25th birthday. Virgin Holidays announces plans for the Branson Centre for Entrepreneurship, and Virgin Atlantic introduces a new direct route from Manchester to Las Vegas.