

View new BA Cape Town ad, support children's charity

The new British Airways' international video to promote its investment in the new A380 aircraft, features the Imagine Dragons' 'On top of the world' soundtrack, performed by Freshly Ground played against the backdrop of Cape Town. (video)

The YouTube clip shows one of the airline's new planes over Cape Town, as ordinary Capetonians, fishermen, flower sellers, vineyard workers, surfers, cyclists, sports stars and even penguins look up at the massive aircraft flying over Table Mountain.



Street Action, an organisation dedicated to ensuring children aren't forced to live on the streets, is hoping that the latest video will prove popular. For every 100,000 views it generates, British Airways will donate a ticket. Street Action works with organisations in Burundi, Kenya and South Africa, including Umthombo Street Children in Durban, known for engaging children through its pioneering surfing programme.

Iconic landmark

"We've been talking about our new aircraft and the £5 billion investment in our customers for a while now, but wanted to bring this to life. What better way to do that than to showcase one of our brand new aircraft flying over one the world's favourite destinations, with the unmistakable form of Table Mountain in the background?" asked Frank van der Post, British Airways' MD of brands and customer experience.

Alan Winde, the Western Cape minister for finance, economic development and tourism, said the video gives potential visitors a great glimpse of Cape Town and some inkling as to why it is TripAdvisor's most popular African destination, one the Lonely Planet's top three cities and the New York Times' number one choice to visit in 2014. "We certainly hope it will encourage many more people to come and explore Cape Town and the Western Cape for themselves."

"We selected Cape Town for the video because Table Mountain is so iconic. People around the world immediately identify it with South Africa; certainly more so than any other landmark we could think of," concludes van der Post.

Watch the video here

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