

## OpenSkies hires Web Liquid for digital marketing

New York/Paris - 8 May 2008 – OpenSkies, the new premium airline from British Airways, has appointed Web Liquid to develop and manage its digital marketing in New York and Europe. OpenSkies, a wholly owned subsidiary of British Airways, has filed for regulatory approval to launch transatlantic flights this summer.

“Web Liquid’s proactive nature, knowledge of the premium travel space and business acumen will help us communicate our dream of delivering a memorable travel experience where every detail matters,” said Dale Moss, Managing Director, OpenSkies. “Web Liquid, like OpenSkies, believes small things add up to something big. They are a welcome asset to our team.”

The Web Liquid campaign will utilize innovative digital marketing techniques including social media and behaviour-centric digital media and creative. OpenSkies Web site ([www.flyopenskies.com](http://www.flyopenskies.com)) is designed to share the excitement of building an airline from an insider’s perspective and seek community input in the process. It includes, for example, a time lapse video of the first OpenSkies’ plane being painted.

“We’re delighted to be a part of OpenSkies’ vision of creating a better transatlantic travel experience,” said Matt Cronin, Web Liquid co-founder. “OpenSkies plans to roll out as a small airline with big ideas about changing the way people travel and we are focused on helping them communicate their vision.”

### **Editors Note:**

Founded in 2003, Web Liquid is an award winning, digital marketing agency with offices in London and New York. It provides marketing solutions to world-class brands such as Avis Rent a Car, Hilton Hotels and XL.com. Web Liquid focuses on achieving optimal ROI for its clients via specialised services including e-business consulting, communications strategy, media planning/buying, creative development, data analytics and optimisation across all digital channels. Web Liquid is a proud member of the IPA. [www.webliquidgroup.com](http://www.webliquidgroup.com)

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