



BILL KAE LIN MARKETING CASE STUDY

Virgin Atlantic's Bold Arrival in Atlanta Through Guerrilla Marketing

To launch Virgin Atlantic's new service at Hartsfield-Jackson Atlanta International, Bill Kaelin Marketing leveraged their guerrilla marketing expertise. BKM organized an experiential campaign with a fleet of eight Virgin Atlantic-branded Mini Coopers, accompanied by flight attendants in the airline's iconic uniforms. The fleet made surprise visits to Atlanta's top influencers, business leaders, and companies like Mailchimp, the Fox Theatre, and SweetWater Brewing Company. These visits included Insta-worthy photo ops, meet-and-greets, and branded swag, creating buzz and securing an exclusive feature on the Fox Theatre's marquee.

BILL KAE LIN
MARKETING.EVENTS.CONSULTING

