

Best Triggered Personalized Email
Silver Consumer (tie)
British Airways – Passenger Trip Guide

Brand/Client Side Team:
Sam Goodenough

Vendors/Agencies:
e-Dialog

MarketingSherpa Summary – Why They Won:

This was an ambitious win/win effort by British Airways to provide recent flight bookers with offers and info relevant to their destination and impending travel, while decreasing their own call center volume through increased web usage, and increasing revenue through non-flight sales. They succeeded admirably in both the execution, and in their results.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

This communication provides a truly personal communication with the passenger, providing a cross-sell platform for British Airways and a genuinely useful reference for the customer. Crucially, it also provides a conduit to the passenger's Manage My Booking function on ba.com, where they can check in online, chose their seat, meal preference and check the details of their flight.

Your essential trip guide

Discover [Rome \(Leonardo Da Vinci-Fiumicino\)](#)

How's the weather in [Rome \(Leonardo Da Vinci-Fiumicino\)](#)?

16% off car hire, hotels and sightseeing*



[View](#)

Dear Mrs. Saunders,

Thank you for booking your flight with British Airways.

For the next 7 days only you can save 10% on hotels, car hire, sightseeing and transfers*, so hurry and book now for an all round great value holiday.

You can arrange your airport parking and other holiday essentials with us too - just follow the links below and get ready for a wonderful trip.

My Booking

- [Manage My Booking](#)
- [Update My Details](#)

Hotel Search

Location		Check-in date					
<input type="text" value="Rome (Leonardo Da Vinci-Fiu"/>		<input type="text" value="4"/>	<input type="text" value="Mar"/>	<input type="text" value="2008"/>			
Rooms Required	No of nights	Check-out date			Adult (12+ yrs)	Children (2-11 yrs)	Infants (under 2)
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="6"/>	<input type="text" value="Mar"/>	<input type="text" value="2008"/>	<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Search							

Car Search

Pick-up time		Pick-up location					
<input type="text" value="12 noon"/>	<input type="text" value="00"/>	<input type="text" value="Rome (Leonardo Da Vinci-Fiu"/>			Adult (12+ yrs)	Children (2-11 yrs)	Infants (under 2)
<input type="text" value="12 noon"/>	<input type="text" value="00"/>	Pick-up date			Drop-off date		
<input type="text" value="12 noon"/>	<input type="text" value="00"/>	<input type="text" value="4"/>	<input type="text" value="Mar"/>	<input type="text" value="2008"/>	<input type="text" value="6"/>	<input type="text" value="Mar"/>	<input type="text" value="2008"/>
Search							

At your destination Before You Fly While you're away

- | | | |
|------------------|---------------------------|----------------------|
| Sightseeing | Pre-Departure Hotels | Cheaper Mobile Calls |
| Book Restaurants | Airport Parking | |
| | Express Train to Airport | |
| | Airport Transfers | |
| | Upgrade Your Flight | |
| | Highlight Shop - Go Shop! | |

Rome

Our Top 5 Experiences

- Vatican Museum walking tour
- Illuminated Rome by night tour
- Discover Florence day tour from Rome
- Classical Rome incl. Trevi Fountain, Pantheon
- Rome premier dinner cruise on Tiber River