

11 November 2021 | [Customer](#) <sup>[1]</sup>

## **Virgin Australia takes-off on TikTok, becoming the first Aussie airline on the platform** <sup>[2]</sup>



**Thursday 11 November 2021:** Virgin Australia has become the first Australian airline to launch an account on TikTok as it moves to focus on its heartland customer and reach new audiences.

Already Virgin Australia has notched up almost two-million organic views since its first TikTok post and promises to deliver videos that make users smile and push boundaries, something the platform is renowned for.

From talking aircraft, to those famous Virgin Australia red lips and a Couch Guy parody, the airline has rolled out a line-up of fun and hilarious content to date and is on a quest to rack up many more millions of views, sharing the brand with existing customers as well as a whole new generation of travellers and TikTokers.

In a behind-the-scenes TikTok video released on the Virgin Australia account today, the airline has exclusively revealed for the first time its trial Boeing 737-800 interior prototype, giving users a taste of the airline's future in-flight experience.

In the video, Virgin Australia engineers can be seen unboxing brand-new seats before loading them on board, and buckling them down in preparation for the new-look cabin to take flight.

Featuring sleek lines, a distinctive new horizontal rib design, up to 40 per cent more recline for Business class seats compared with existing seats, along with leg and foot-rests in Business Class, and convenient device holders accommodating everything from small smartphones to larger tablets throughout the aircraft. The prototype design will be tested on two of Virgin Australia's new Boeing 737-800, acquired as part of a significant fleet expansion last month.

### Virgin Australia Group Chief Marketing Officer, Libby Minogue said

the airline's TikTok videos will feature Virgin Australia team members and focus on behind-the-scenes footage, trending content and of course, planes.

TikTok really is the perfect platform to showcase our famous Virgin Flair and our wonderful team members and we're so excited to be the first Australian airline to launch on the platform, said Ms Minogue.

Virgin Australia has always been an innovative and challenger brand and TikTok is the perfect way to showcase the fun we have on a daily basis at Australia's most loved airline.

Our followers will get to see a different side to our business. From the lifestyle of cabin crew and pilots, to behind-the-scenes glimpses into our operation, TikTok has opened a new way for us to communicate with existing and new customers, as we fly into a new era of travel.

We're also encouraging our own Virgin Australia team members to join TikTok and create content that we know will resonate with users, like why cabin crew must wear a watch at all times, sneak peeks and secret flight hacks, she said.

Virgin Australia's take-off into TikTok comes as the airline is about to celebrate its 12-month anniversary after being relaunched last year, with the airline focussing on its heartland customer and undertaking a long list of improvements and innovative new customer touchpoints.

TikTok clocked-up nearly 2.5 million Australian users in 2020, making it the fastest growing social media platform last year. Over 70 per cent of the users were Generation Alpha and Z, cementing the platform as one of the most popular for younger Australians.

Follow Virgin Australia on TikTok [@virginaustralia](#) [3] or search #virginaustralia.

**DOWNLOAD** [4] images of aircraft interior

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## CUSTOMER IMPROVEMENTS

- The unveiling of the trial interior prototype follows a long list of customer enhancements since Virgin Australia was relaunched in 2020, including, but not limited to:
- A simplified fare structure, providing customers with some of the best value airfares in the market;
- A long list of new destinations, with Virgin Australia launching 12 new return domestic services since September 2021;
- The resumption of international airline partnerships connecting customers and Velocity members to hundreds of destinations around the world, with:
  - Virgin Atlantic
  - Air Canada

- Delta Air Lines
- Etihad Airways
- Hawaiian Airlines
- Singapore Airlines
- South African Airways
- New and fresh Business Class and Lounge menus and the launch of the buy-onboard menu for Economy guests;
- The re-opening of a network of Virgin Australia domestic lounges including new-look lounges in Melbourne and Adelaide;
- A commitment to re-open premium lounges (formerly known as The Club) in Sydney, Melbourne and Brisbane by early 2022;
- New Velocity Frequent Flyer everyday earn partnerships, making it easier for members to earn Points to get to their next dream reward faster; and
- A schedule of short-haul international services to Fiji, Bali and New Zealand.

^ Roy Morgan. 2021. Nearly 2.5 million Australians using TikTok. Roy Morgan Research. [ONLINE] Available at: <http://www.roymorgan.com/findings/8538-launch-of-tiktok-in-australia-june-2020-202010120023> [6]. [Accessed 10 November 2021].

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