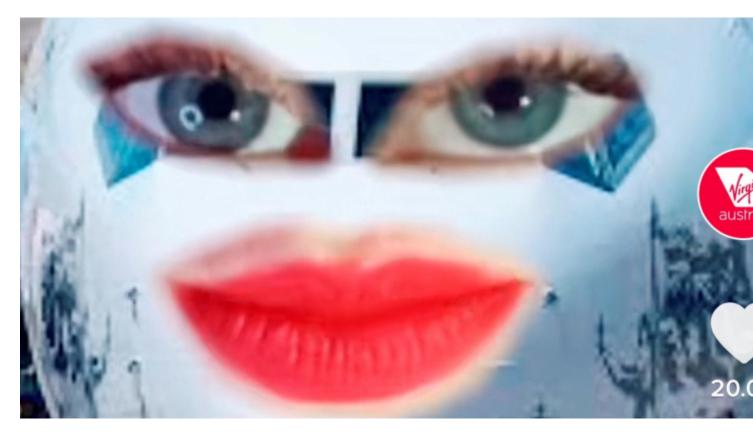
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11 November 2021 | Customer [1]

## Virgin Australia takes-off on TikTok, becoming the first Aussie airline on the platform [2]



**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 TikTokkers.

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

### VIEW [5] TikTok

### **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:
  - o Virgin Atlantic
  - o Air Canada
  - o Delta Air Lines
  - o Etihad Airways
  - o Hawaiian Airlines

- o 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: <u>http://www.roymorgan.com/findings/8538-launch-of-tiktok-in-australia-june-2020-</u> <u>202010120023</u> [6]. [Accessed 10 November 2021].

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