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Virgin Australia dances into new chapter [2]

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A 12-year-old schoolgirl from Melbourne will front Virgin Australia's new marketing campaign 'You Can't Keep A Good Thing Down', unveiled today. The campaign features Annie Jones, a vibrant young performer and 2020 America's Got Talent finalist, who is unable to contain her excitement at finally returning to the airport to go on a family holiday with her mum. Throughout her journey inside the Virgin Australia terminal, Annie's excitement builds, as she breaks into a dreamy and playful dance to 'What You Need' by legendary Australian band, INXS. Annie can be seen grooving along the travelator, bopping through the concourse, before finally boarding her flight. Virgin Australia General Manager Brand & Marketing, Michael Nearhos, said You Can't Keep A Good Thing Down is all about bringing to life the excitement of flying with Virgin Australia again. "As state and territory borders safely re-open and more Australians consider travelling, we wanted to show our guests how they'll feel to finally enter the airport again to go on that holiday they've been dreaming of, to conduct business or to reunite with family and friends, and this campaign certainly captures that," said Mr Nearhos. "You Can't Keep A Good Thing Down has two meanings – it's not only a nod to Virgin Australia looking to the future but it's also about giving travellers confidence that, after a period of uncertainty, the Virgin Australia they know and love is up there flying again, and here to stay." When asked about Annie's involvement, Nearhos says, "Annie has got this amazing,

vibrant, and warm personality and an infectious zest for life which is a really great fit for our brand and we know Australians will fall in love with her just like we did.” The campaign, a collaborative effort across Virgin Australia and Velocity Frequent Flyer, which has been months in the making, follows extensive market research throughout the COVID-19 pandemic focusing on airline travel and consumer confidence. The research found 50 per cent of travellers are thinking about their next trip in the lead up to Christmas, and therefore the campaign aims to grow confidence in the market and stimulate demand. As capacity increases and more aircraft return to the sky, Virgin Australia looks forward to welcoming many stood down team members back to work. To celebrate the launch of the campaign, Virgin Australia is dropping over half-a-million fares from just \$75* on selected routes, including baggage and seat selection, in their ‘Go You Good Thing’ sale on now until midnight AEDT next Friday 20 November unless sold out prior.

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