



April 23, 2015

British Airways Names SapientNitro as Global Digital Agency for Creative Technology and Social Media

LONDON--(BUSINESS WIRE)-- British Airways has announced that [SapientNitro](#), part of Publicis.Sapient, has been appointed the airline's global digital agency for its creative technology and social media activities.

SapientNitro will support the in-house team with [BA.com](#), mobile, creative technology and social media. The geographic focus will be on the key markets of the UK, US, China, India and mainland Europe.

Sara Dunham, British Airways' head of marketing, retail and direct, said: "We are confident that SapientNitro will offer us great ideas, insight, the ability to apply strategy practically, a strong reputation in the industry and a good fit with the British Airways brand. We're really looking forward to working with them."

Central to British Airways' approach is the recognition that the ways in which consumers experience brands and their services are changing and coming together. SapientNitro will work to define and develop a digital experience that connects British Airways' customers across multiple platforms and developing tools and technologies that engage and inspire travellers.

Nigel Vaz, Senior Vice President and European Managing Director of SapientNitro, said: "We are excited to be working with British Airways in its industry-changing bid to reinvent the traveller's experience with the pioneering use of multiple digital platforms. Together, we are committed to breaking boundaries at the intersection of technology and story, to give the British Airways brand an ever-greater relevance in the lives of connected consumers."

SapientNitro will work with other British Airways agencies including fellow Publicis Groupe agency, BBH for communications and creative work and Carat/iProspect for media planning and buying.

Following a hand-over, SapientNitro will begin working for British Airways by July 2015.

Ends

April 23, 2015

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For further information, please contact the British Airways press office on 020 8738 5100 or press.office@ba.com.

Notes to editors:

Subject to contract.

About SapientNitro

SapientNitro[®], part of Publicis.Sapient, is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it our Storyscaping[®] approach, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapientnitro.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150423006529/en/>

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Source: SapientNitro

