



**Client:** AKA Promotions for Billy Elliot the Musical

### **Background**

AKA Promotions specialises in advertising, design, sales, promotions and marketing agencies for the live entertainment industry in London. It has seen rapid growth since its 1995 launch; in recognition of which it was awarded 8<sup>th</sup> place in the Sunday Times Fast Track 100 league table in 2006. It's portfolio of clients includes The National Theatre, The Royal Shakespeare Company and The Old Vic Theatre Company, as well as Billy Elliot the Musical, Dirty Dancing and The Drowsy Chaperone.

### **The Challenge**

Billy Elliot the Musical was launched as a major production with a long term run in the West End. As such AKA were looking for some major awareness building amongst incoming visitors to London as soon as possible after their arrival, and particularly Americans, which really gave the show exclusivity and made the show 'stand out from the crowd'. In addition, more detail needed to be available including show details and booking information.

### **The Activity**

The solution was a custom-built stand exclusively for Billy Elliot the Musical. This features a back-lit display to attract attention and build awareness of the show, as well as an area for leaflets giving the detail required. After conversations with Heathrow operator, the BAA, five of these stands have been positioned in key positions within international arrivals at Terminals One, Three and Four. We also carry leaflets for the show in stands at Gatwick and Stansted.

### **The Results**

Billy Elliot is very visible to all those entering the UK through these terminals at Heathrow and over 25,000 leaflets have been picked up by interested visitors in a 3 month period.

### **Quote:**

'Both AKA and the producers of Billy Elliot are really pleased with our exclusive stands at Heathrow. They get the message through to visitors as soon as they arrive in the UK and give them the information they need to act and book the show. In addition, they dovetail in very well with other activity we are doing once they arrive in London so reinforcing the message again'

Paul Sprinz, Account Manager – Billy Elliot the Musical, AKA

