

Entrant company name: **Tin Man x London Luton Airport**

Entry title: **The Lilo-brary**

Category: **Low Budget Campaign**

## **SUMMARY**

By their nature, its often hard for airports to play a big role in sustainability conversations, but London Luton Airport (LLA) wanted to take steps in the right direction.

Tin Man was briefed to ensure LLA remained front of mind during the summer holidays, leverage its sustainability credentials and deliver a campaign that brought to life the airports positioning as Londons simplest, friendliest airport.

Lilos are synonymous with a great beach holiday. But most end up in the bin to save suitcase space once the sun sets on a holiday. A waste of money, plastic and extremely environmentally unfriendly!

So to kick off the six week summer break we created the Lilo-brary at Luton Airport. A ~ simple and friendly lilo exchange service to combat plastic waste incurred by ~ buy and bin inflatables.

Tying into Luton Airports sustainability goals, holidaymakers jetting off on their breaks were able to pick a free, responsibly sourced inflatable from the ~ Lilo-brary - including everything from reclining chairs and rubber rings to inflatable dolphins.

We highlighted the issue with context setting research showing the 54.5m inflatables abandoned abroad each year and encouraged flyers to return their inflatables to LLA on the way home in exchange for a free Fast Track security pass when next travelling from LLA.

The result? An ocean full of media coverage (not lilos!). Hundreds of pieces of coverage including 12 nationals, 17 broadcast hits and social media content that delivered over 20,000 views. 100% positive sentiment resulting in +8% increase in consideration.

## **BRIEF, OBJECTIVES & BUDGET**

Increase positive sentiment and consideration for the airport during the summer months.

Specifically:

Build the airports brand proposition as the capitals simplest, friendliest airport

Counter negative perceptions

Nod to the airports sustainability messaging

Budget: £15k

## **RESEARCH, PLANNING, STRATEGY**

Summer travel marketing is crowded. Airlines, hotels, and booking platforms all compete on price, destinations, and convenience. With sustainability messaging added into that noise, rational messaging alone wouldnt cut through.

We knew the only way to stand out was to inject some colour and personality - and connect emotionally with travellers.

Our strategy was to cut through the noise with both Purpose and Personality. And to do that we had to focus on a simple, relatable travel insight that would appeal to families, young adults and seasoned travellers alike - one that would spark a small but memorable oeah-ha! moment and offer something unexpected from a transport hub.

Lilos are instantly associated with holidays, making them the perfect symbol to link Luton Airport with the joy of summer travel. But most people buy them, use them once, and then throw them away, generating a huge amount of single-use plastic waste. That tension between joy and waste created the perfect starting point for our idea. But we had to get the tone right.

Sustainability messaging couldnt feel like a lecture. One in five travellers already carries a heavy mental load, and the travel experience shouldnt feel like another burden. Any initiative had to be genuinely useful, easy to engage with, and leave people feeling good.

## **THE IDEA**

Enter the Lilo-brary: a rental library of pre-loved, responsibly sourced lilos. A simple, friendly lilo exchange service that let London Luton Airport travellers borrow a lilo and return it after use, incentivised with a fast track security pass and airport lounge access. With the giveaway led by LLAs Guest Experiences team, the initiative placed its award-

winning people front and centre of the coverage, with team members featured across imagery, press quotes and video content, reinforcing LLAs reputation as friendly and approachable.

It was personality-led, practical, playful, and perfectly aligned with the airports existing ~Resort initiative, which transforms the journey into a holiday-like experience by showcasing resort-focused shops and experiences from the moment travelers arrive.

We turned abandoned lilos into something borrow-able, communal, and joyful. The Luton Lilo-brary transformed a guilty travel habit into a feel-good collective action and a memorable, shareable travel moment.

A simple but genuinely helpful intervention that solved the real-life problem of unnecessary plastic waste.

## **DELIVERY & IMPLEMENTATION**

Whilst we knew the insight was true, we needed to show the scale of the problem. So we partnered with experts to calculate the volume of plastic waste. Instead of just presenting a number people couldnt visualise, we framed it in a way that would truly hit home.

We discovered that 54.5 million inflatables are abandoned every year - enough to fill over 2,000 Olympic-sized swimming pools or enough to circle the world twice when laid end to end. We took the story wider to identify the top ~buy and bin items (of which lilos were top) and revealed the reasons behind this behaviour.

But it wasnt all doom and gloom. To give the story an uplifting hook we showed 72% express a desire to be more environmentally responsible when holidaying.

Next, we knew we needed a bold, media-ready hero image, and when it comes to stopping the scroll, colour is king. We also know that images featuring people perform far better in media, so we staged a simple yet striking photoshoot of the inflatables lined up like books at the airport, showcasing the full range of lilos in action.

Recognising the topics potential to spark conversation and debate, we strategically targeted columnists and broadcasters in our media outreach: an approach that paid off handsomely, securing multiple BBC radio interviews and a four-minute standalone feature on GB News.

## **RESULTS, MEASUREMENT & IMPACT**

Did we increase positive sentiment & consideration for the airport during the summer months and encourage more leisure travellers? Yes!

255 pieces of coverage including 12 nationals (all 100% positive)

BBC News Online homepage feature

13 broadcast pieces

150m+ opportunities to see

Consideration increased by 8%

Did we build the airports brand proposition as the capitals simplest, friendliest airport and counter negative perceptions? Yes!

20,000 views and 21% engagement on LLA social feeds all with positive comments

75% of coverage included simple and friendly messaging

Did we nod to LLAs sustainability messaging? Yes!

85% of coverage included LLAs sustainability commitments

90% coverage included spokesperson quote

#### WHY SHOULD THIS CAMPAIGN WIN?

We created a personality- and purpose-driven, highly PR-able summer story on a limited budget, positioning Luton as a thoughtful and sustainable travel innovator, not just a transit point. Rather than lecturing travellers about waste, we invited them to ~float into more sustainable behaviour, turning responsibility into a fun, participatory experience with incredible coverage results, impact and ROI. Everyone was ~blown away!