



**BRITISH AIRWAYS**

ba.com writing style

Email examples v1

by Claire Neylan

31 October 2012

# Definitions for emails

- Emails from British Airways are categorised as servicing and marketing:
  - **servicing emails** relate to a purchase that has been made. They are sent to confirm a booking and at various stages before travel, advising the customer what to do next and offering additional services.
  - **marketing emails** are sent to customers who have registered their interest in receiving offers from British Airways, including members of the Executive Club.
- The purpose of an email is to communicate a service or an offer and ask the customer to take action, usually by linking to [ba.com](http://ba.com).
- Messages must be clearly prioritised and give enough information for the user to decide what action to take.



# Examples

Servicing emails old and new copy



# Old copy: pre-departure email

Pre-flight services email

**BRITISH AIRWAYS**

Dear Customer,

Booking reference: **8MSGTT**

Before your flight to Athens on 16 June we would like to advise you of several services available to you.

Services for your trip

**Advanced Passenger Information**

- Save time at the airport before you fly
- This is required by government authorities before you fly
- If you are travelling with an infant, this can only be added for them when online check-in opens at 24 hours before departure.

[Manage My Booking](#)

[Book airport parking](#)  
Secure, easily accessible car parks

[Online Check-in](#)  
Get the best choice of seats, and speed through the airport by checking in online from 24 hours before departure.

- > Mobile boarding pass
- > £99 Club Europe upgrade offer
- > View destination guides
- > Change your flight
- > Print / view "Your Itinerary".
- > Baggage tips

A comprehensive range of services and information relevant to your booking is available at 'manage my booking'\*:

[Manage My Booking](#)

**NB. Content alignment distorted by Lotus Notes email client.**

- The salutation should be to a named person.
- There is no reference to the actual flight other than date and destination.
- The red button links are called 'Manage My Booking' which is not the most relevant naming in all instances.
- There are 3 different levels of content and the copy is unclear and inconsistent.

# New copy: pre-departure email


- The salutation is addressed to the booking contact.
- There's a clear title and reference to the customer's flight booking.
- The main message has an active title and is split into understandable bullet points, with a relevant call to action.

## Pre-flight services

Dear Mr Smith Booking reference: 5025TV

### Services for your trip

From Heathrow (London) to John F Kennedy (New York) on 24 August 2012



#### Add Advance Passenger Information (API)

- You must provide us with certain passport and contact details, which are required by government authorities, before you can fly
- By completing your details now, you will save time when you check in online or at the airport.
- If you are travelling with an infant, you can only add their details at check-in. The easiest way to do this is to check in online from 24 hours before departure.

[Add details](#)


BRITISH AIRWAYS

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[Add details](#)

#### Book a hotel in Orlando




**Turtle Beach Resort by Elegant**  
★★★★

An all suite, family friendly resort. Set on a white sandy beach, within walking.

From **£125\*** pppn

[Book hotel](#)



**Peabody Hotel, International Drive, Orlando**  
★★★★

An all suite, family friendly resort. Set on a white sandy beach, within walking.

From **£145\*** pppn

[Book hotel](#)

[Search and book hotels in other destinations](#)

#### ESTA Visitors to the USA

You must have a valid Visa or ESTA to travel to the USA or Puerto Rico. You must make sure you have the correct travel documents.

[Check passport and visas](#)

#### Check passports and visas

Use VisaCentral's free passport and visa check. You can also pay them to organise passports and visas for your trip.

[Check passport & visa](#)

#### Print/email your e-ticket receipt

It's important to have your itinerary details to hand, as you may be asked for proof of your travel plans by immigration in some countries.

[Print your itinerary](#)

#### Airport parking

Save money with our competitive prices for secure and easily accessible airport parking when you pre-book and pay in advance.


[Get a quote](#)

You can find a wide range of other services and information to help you take care of everything you need for your trip, using Manage My Booking on ba.com.

This link provides direct access to your booking and services that can be added to it.

[Manage My Booking](#)

We hope you enjoy flying with British Airways



#### How to contact us

This is an automated email, and we are unable to respond to replies. To ask a question online, send us an email, or find the contact phone numbers please click on the link below and go to "Your questions".

[Your questions](#)

#### If you have received this email in error


This is a confidential email intended only for the British Airways customer appearing as the addressee. If you are not the intended recipient please delete this email and inform the sender as soon as possible. Please note that any copying, distribution or other action taken or omitted to be taken in reliance upon it is prohibited and may be unlawful.

\*All pricing quoted in this email was correct at the time the email was sent. Prices may have since changed or become unavailable.

# New copy: pre-departure email

The second level of content has clear headings, summarises details and gives a clear call to action.

## Book a hotel in Orlando




**Turtle Beach Resort by Elegant**  
★★★★☆

An all suite, family friendly resort. Set on a white sandy beach, within walking...

From **£125\*** pppn

[Book hotel](#)




**Peabody Hotel, International Drive, Orlando**  
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**BRITISH AIRWAYS**

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Dear Mr Smith Booking reference: 5025TV

**Services for your trip**

From Heathrow (London) to John F Kennedy (New York) on 24 August 2012




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[Add details](#)

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### Print/email your e-ticket receipt

It's important to have your itinerary details to hand, as you may be asked for proof of your travel plans by immigration in some countries.

[Print your itinerary](#)



### Airport parking

Save money with our competitive prices for secure and easily accessible airport parking when you pre-book and pay in advance.


[Get a quote](#)

You can find a wide range of other services and information to help you take care of everything you need for your trip, using Manage My Booking on ba.com.

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[Manage My Booking](#)

We hope you enjoy flying with British Airways



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# New copy: pre-departure email

- The final call to action summarises what's available in MMB without footnotes.
- The sign off is not personalised as it's from the company rather than a named person.



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[Manage My Booking](#)

We hope you enjoy flying with British Airways

**BRITISH AIRWAYS**

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Dear Mr Smith Booking reference: 5025TV

Services for your trip


From Heathrow (London) to John F Kennedy (New York) on 24 August 2012

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[Add details](#)

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★★★★

An all suite, family friendly resort. Set on a white sandy beach, within walking.

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# New copy: pre-departure email

- Contacts and legal text are clearly separated out and can be ignored or found as necessary.
- The information has clear, self-explanatory titles.



## How to contact us

This is an automated email, and we are unable to respond to replies. To ask a question online, send us an email, or find the contact phone numbers please click on the link below and go to "Your questions";

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The screenshot shows a British Airways email titled "Pre-flight services email" addressed to Mr Smith. It includes a booking reference of 5025TV and a flight from Heathrow to John F Kennedy on August 24, 2012. The main content is a yellow box for "Add Advance Passenger Information (API)" with a plus icon and a list of requirements. Below this are two hotel recommendations: Turtle Beach Resort by Elegant and Peabody Hotel, International Drive, Orlando. Further down are four service tiles: "Visitors to the USA" (ESTA), "Check passports and visas", "Print/email your e-ticket receipt", and "Airport parking". At the bottom, there is a "Manage My Booking" button and a closing statement: "We hope you enjoy flying with British Airways".

**How to contact us**  
This is an automated email, and we are unable to respond to replies. To ask a question online, send us an email, or find the contact phone numbers please click on the link below and go to "Your questions";  
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# Copy comparison



# Main message

## Services for your trip

### Advanced Passenger Information



- Save time at the airport before you fly
- This is required by government authorities before you fly
- If you are travelling with an infant, this can only be added for them when online check-in opens at 24 hours before departure.

Manage My  
Booking

## Old copy

- Heading doesn't give any direction.
- Bullet points appear jumbled and do not help to convey the details of the information required.
- Call to action is for MMB but the content is about API which is confusing.

## New copy

- The title uses active language and gives direction.
- Each bullet point is meaningful and conveys what API is, as well as why and when you have to complete it.
- There is a clear call to action button which relates to the topic.

## Services for your trip

From Heathrow (London) to John F Kennedy (New York) on 24 August 2012



### Add Advance Passenger Information (API)

- You must provide us with certain passport and contact details, which are required by government authorities, before you can fly
- By completing your details now, you will save time when you check in online or at the airport.
- If you are travelling with an infant, you can only add their details at check-in. The easiest way to do this is to check in online from 24 hours before departure.

Add details

# Greeting and sign-off



# Servicing email sign-off

This is only a selection of the services available for you in Manage My Booking. To use these, or to see what else is available please click below\*:

[Manage My Booking](#)

*\* Please note that this link provides direct access to your booking, so please only forward this email if you want the recipient to access your booking and the related services.*

We hope you enjoy flying with British Airways.

Warm regards,

**British Airways Customer Services**

## Old copy

- The first para doesn't give a clear reason for the user to go to MMB.
- The asterisked footnote doesn't need to be split from the main text – it's more difficult to read and understand what's going on.
- The signatory is not a person, so customers have said it seems strange to sign off with 'Warm regards'.

## New copy

- The first para gives the user a reason to go to MMB.
- The footnote has been removed and incorporated into the body copy above the MMB button.
- The email sign off is more general yet still warm and informal.

You can find a wide range of other services and information to help you take care of everything you need for your trip, using Manage My Booking on ba.com.

This link provides direct access to your booking and services that can be added to it.

[Manage My Booking](#)

We hope you enjoy flying with British Airways

# Personalise emails when possible

- When we know who we're speaking to, we should address them personally ie. Dear Ms Neylan
- The sign off can be from a named person if it's appropriate.
- Only use 'Warm regards' or 'Regards' with a personalised sign off. You can use 'Yours sincerely' for more formal messages.

Ms Neylan,


I'd like to remind you that your latest account statement is ready for you online. To view your most recent transactions just [log in](#).

Once logged in, you can also check your account summary, review any bookings, amend your membership details or view this month's news and offers.

These are refreshed regularly and designed to keep you up to date with our latest news, exclusive offers and promotions from British Airways and our preferred partners. To see what's on offer this month click [here](#).

[See all news](#) [See all offers](#)

Warm regards,



James Hillier  
from the Executive Club

Follow us: [f](#) [v](#) [e](#)

Membership no: Avios: Tier Points:  
12,156 40

If you are unable to see the message below, [click here to view](#).

**blue**  
Executive Club

Home | Log in | Flights

## Your Executive Club Statement.

Ms Neylan,


I'd like to remind you that your latest account statement is ready for you online. To view your most recent transactions just [log in](#).

Once logged in, you can also check your account summary, review any bookings, amend your membership details or view this month's news and offers.

These are refreshed regularly and designed to keep you up to date with our latest news, exclusive offers and promotions from British Airways and our preferred partners. To see what's on offer this month click [here](#).

[See all news](#) [See all offers](#)

Warm regards,



James Hillier  
from the Executive Club

Follow us: [f](#) [v](#) [e](#)

Home | Log in | Flights | Contact us

**Executive Club**  
BRITISH AIRWAYS

This email was sent to claire.neylan@ba.com. You have received this email because it contains important information regarding your relationship with British Airways. Clicking through to ba.com from this email will allow us to track your use of our website and enable us to show content and offers of most interest to you. We never share this information with third parties. If you would prefer this not to happen, please go to ba.com through your web browser. To refer to our privacy policy, please [click here](#).

If you have any questions please [click here](#) to contact us.



British Airways Plc registered office: Waterside, Speedbird Way, Harmondsworth, UB7 0GB.  
Registered in England: 1777777.

This email is intended solely for the addressee(s) and the information it contains is confidential. If you are not the intended recipient, (a) please delete this email and inform the sender as soon as possible, and (b) any copying distribution or other action taken or omitted to be taken in reliance upon it is prohibited and may be unlawful.

# When personalisation is not possible

If you are unable to see the message below, click [here](#) to view.

Home | Flights | Hotels

...to celebrate the best of British, starting with a nice cup of tea.

With all eyes on London this summer, now's the perfect time to visit as the capital puts the best of British on show. And if you book two nights or more at one of our 3, 4 or 5 star hotels in London within the next three days, we'll lay on a gloriously British spread for you - free afternoon tea at the 5<sup>th</sup> London Hilton on Park Lane. Who says you can't have your cake and eat it?




Only 3 days to go. Book by 15 August 2012.

[Book now](#)


- It is acceptable to use an email structure without a salutation if you don't know the name of the recipient.
- The sign off must be in keeping eg. Wishing you a wonderful trip.
- Don't use 'Warm regards' etc with this type of general message sign off.

## Email sign off magnified

Wishing you a wonderful trip

Follow us:   

Home | Flights | Hotels



...to celebrate the best of British, starting with a nice cup of tea.

With all eyes on London this summer, now's the perfect time to visit as the capital puts the best of British on show. And if you book two nights or more at one of our 3, 4 or 5 star hotels in London within the next three days, we'll lay on a gloriously British spread for you - free afternoon tea at the 5<sup>th</sup> London Hilton on Park Lane. Who says you can't have your cake and eat it?

Only 3 days to go. Book by 15 August 2012.

[Book now](#)

**Act on impulse. Quick breaks from £179pp.**

In the gap between the Olympics and the Paralympic Games, there's time to catch your breath and take a quick break. Prices for our ten favourite European destinations start from just £179pp. Enjoy the Van Gogh Museum, café culture and the lush Vondelpark of Amsterdam, mingle with university students in Pisa's stunning Piazza dei Miracoli, or meet an angel in the mosaics of the Basilica di San Marco in Venice. You'll still be back in time to cheer on ParalympicGB.

[Book now >](#)

**You don't have to go far to save up to 15%.**

If you want a holiday a little closer to home this summer, you're spoilt for choice with British Airways. We've got some great domestic destinations including Jersey, Edinburgh, Glasgow, Belfast and Dublin. And just by booking a flight plus hotel within the next three days, you can save yourself up to 15% on your hotel. Make the most of the UK and discover a great break on your very own doorstep.




[Book now >](#)

**Save up to 30% on car hire right across the UK.**

No matter whether you're booking a car as part of a fly-drive package or on its own, you can save up to 30% across the UK if you book within the next three days with our exclusive car rental partners. Don't forget Executive Club members receive a free additional driver and earn Avios on every rental.

[Book now >](#)

Wishing you a wonderful trip

Follow us:   

Home | Flights | Hotels | Contact us

All hotels, car rental and holidays are subject to availability. Book by midnight 15/08/2012. Travel dates vary by destination. All offers are on combination. Prices are based on direct and payment. BA applies a charge for other cards. Advertised prices are available on BA.com. Additional charges may apply if purchased through BA outlets or travel agents. All holiday prices are in GBP and are per person based on 2 adults sharing and include where British Airways economy flights from London Gatwick or London Heathrow, all air taxable fares, fees and carrier charges direct as of 10/08/2012 but may vary. Prices are liable to change at any time and places are limited. VAT £8,000 to confirm current prices and availability. The number of bonus Avios you earn will depend on the class of travel you book. Please see BA.com for full details. The holiday featured was ATOL protected under the British Airways Holiday number ATOL3985. British Airways holiday standard terms and conditions and conditions of carriage apply. For full terms and conditions please refer to BA.com.

This email was sent to nigel\_hale@ba.com. You have received this email because you have opted to receive marketing emails from the British Airways Group. If you no longer wish to receive marketing emails, please [unsubscribe](#) and ensure you submit nigel\_hale@ba.com to the email address you signed up with. Please allow 10 days for all requests to be honoured. Clicking through to be sent from this email will allow us to track your use of our website and enable us to show content and offers of most interest to you. We never share this information with third parties. If you would prefer this not to happen, please go to [ba.com](#) through your web browser. To refer to our privacy policy, please [click here](#).

If you have any questions please [click here](#) to contact us.

British Airways is registered office: Watlington, Seawood Way, Hammonds Heath, Uffington, England, OX18 2TU.

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# Summary

The principles remain the same for all types of emails.

## Servicing emails

- Always address emails to a named person, but do not use 'Dear customer' unless you cannot identify the recipient.
- Refer to the customer's booking information to give context and help them identify what we are communicating about.
- Emails from the company should be signed with a general message such as 'We look forward to welcoming you on board'.

## Marketing emails

- It's acceptable to send a marketing email without a salutation as long as the sign-off is a general message (as above).
- Emails addressed by name can be signed off with a general message or by a named person eg. James Hillier, from the Executive Club.
- Marketing copy is inspirational and entices a customer to make a purchase or share the email with others. It also puts BA into their consideration for their next journey.

See the 'Examples of marketing copy' (which includes emails) in the Online Standards.



**BRITISH AIRWAYS**

