

BA CHOOSE CHARNWOOD ISLAND 3 FOR LATEST TV ADVERT

The Charnwood Island 3 has been selected to appear in the latest advert for British Airways created by M&C Saatchi. The designers wanted to create a luxury penthouse where the executive owner would simply check-in for his flight and walk straight onto the plane. In order to give the apartment the appropriate look luxury items were sought for the décor. After a close analysis of the different stoves M&C Saatchi eventually chose a Charnwood Island 3 in Almond to give the desired effect. The Island 3 was chosen for its simple, yet classic look giving the apartment an air of executive exclusivity.



The advert, part of the BA.com 'Have you clicked yet?' campaign has been extensively aired at peak times on ITV and Channel 4.