



## Press Release

Tuesday 27 January 2015

# Current phase of Heathrow Hub's adverts to conclude this week

- **Heathrow Hub's advertising campaign comes to an end after 12 weeks**
- **A longer runway at Heathrow is better for Britain's economy**

Heathrow Hub, which launched an advertising campaign in November of last year, will roll out the last of its current phase of adverts in the national and regional press and online in the coming week. It marks the end of the Airport Commission's 12 week public consultation period, which concludes on 3 February 2015. The current advertising campaign has included double page spreads in the national media and digital and programmatic work.

Heathrow Hub's latest advert, headlined "A longer runway at Heathrow is better for Britain's economy" notes the Airport Commission's forecast that the scheme would boost the economy by up to £214bn, in contrast to the £127bn of benefits that would result in expanding Gatwick. The Airports Commission expects Heathrow Hub's proposal to create as many as 164,200 new jobs nationwide – more than three times the number of jobs that Gatwick would create.

Heathrow Hub's construction costs are estimated to be at least £5bn less than Heathrow Airport's plan to build a third runway, keeping airport charges competitive and could allow for more generous compensation for those affected by expansion. The expansion could be financed by the private sector without the need for any public money.

Jock Lowe, the leader of the Heathrow Hub concept, said: "The Airports Commission's latest report shows that expansion at Heathrow is best for Britain's economy. In recent weeks we have seen Aberdeen and Grampian Chamber of Commerce join 25 other Chambers in supporting expansion at Heathrow, whilst airlines operating at Gatwick have voiced their concerns of what an expanded Gatwick would mean for their business models. Simply put, Heathrow Hub's proposal makes the most economic sense."

Mr Lowe added: "Heathrow Hub is an idea, a concept, underpinned by detailed work by our consultants. If chosen it would be implemented not by us, but by Heathrow Airport Ltd. Our advertising campaign has therefore been an important way to communicate our idea, to explain it and to challenge outdated assumptions about airport expansion."

Ogilvy Soho Square led the creative team on this campaign. The media planning and buying was handled by Arena, while Maitland led the overall communications strategy.

## Contacts

Maitland



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**Notes to editors**

Heathrow Hub is an independent, proposal for an integrated air and rail facility that doubles Heathrow's capacity and creates new opportunities for noise mitigation. For more information and to view the online version of our advert, please visit: [www.heathrowhub.com](http://www.heathrowhub.com)