
BA debuts new celeb-infused safety video

By **Rachel Debling** on July, 5 2018 | Inflight Entertainment



Screen shot featuring Joanna Lumley care of British Airways

What better way to start one's flight than with a belly laugh?

That's what [British Airways](#) is banking on after introducing its latest pre-flight safety video featuring some of the UK's funniest and most well-known comedic personalities.

Sir Michael Caine, comedian Asim Chaudhry, *Absolutely Fabulous*' Joanna Lumley and Olivia Colman (who will be replacing Claire Foy as Queen Elizabeth on *The Crown*) are just some of the names that make an appearance in the "behind-the-scenes" style video.

Short-haul flights will be the first to introduce the video in July with long-haul routes airing it as of August.

The video is the second installment in the series, [the first](#) of which featured Gordon Ramsay, Sir Ian McKellen and Thandie Newton, among others, and has been seen by BA's customers nearly 25 million times.

The clip also promotes the charitable partnership of BA and [Comic Relief, Flying Start](#). Since launching in 2010, the charity has provided support to over 500,000 children in the UK and across the globe.

Carolina Martinoli, British Airways' Director of Brand and Customer Experience, said in a release from the airline: "It's great to be launching another star-studded in-flight safety video. The first video was a huge success, making customers laugh all around the world, while also helping them to take in those all-important safety messages pre-flight."

“Our first video was seen by customers nearly 25 million times so it’s a great way to promote Flying Start, our global charity partnership with Comic Relief. Thanks to our generous customers and colleagues we’ve raised over £19 million for Comic Relief over the past eight years and we hope this video will help us to grow our total even further, as we support great causes at home and around the world.”

A director's cut of the safety video can be seen below.