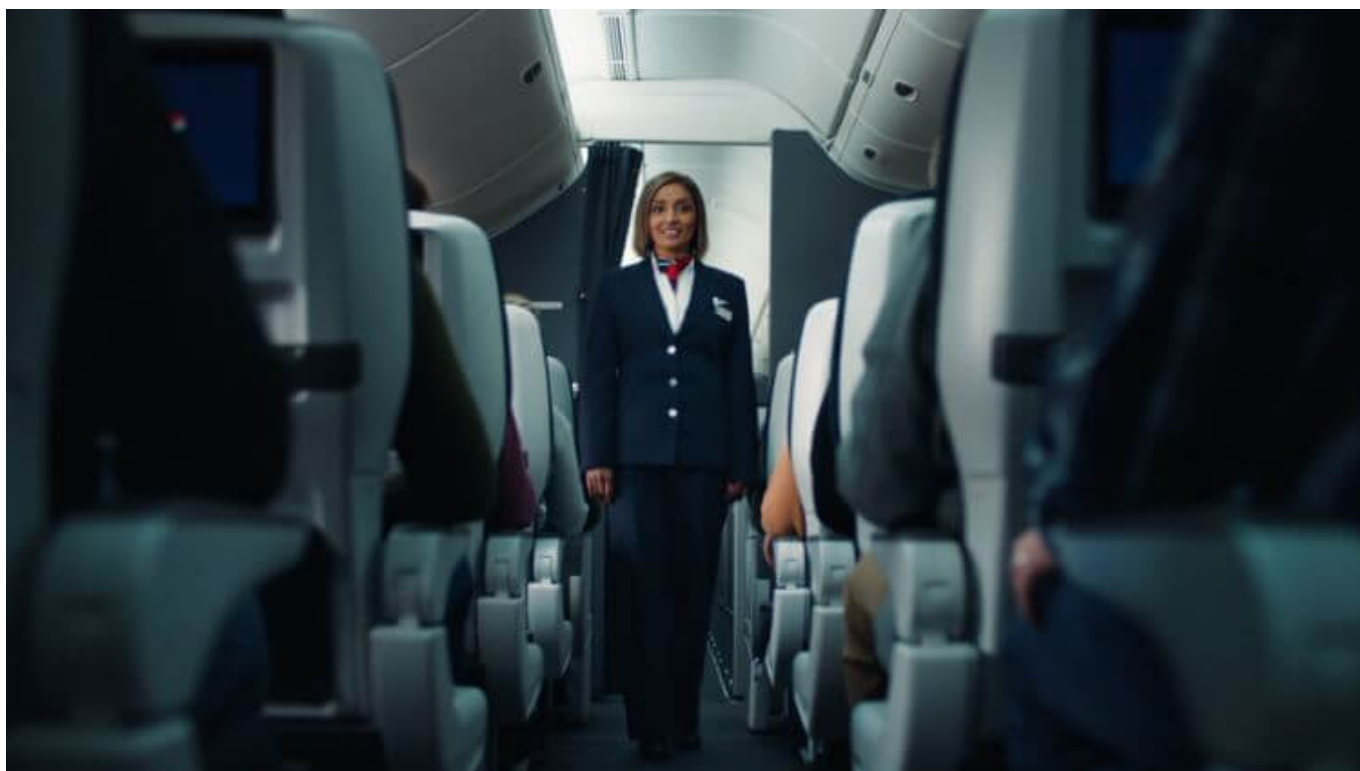


British Airways launches new onboard safety video



The airline steps up their safety demonstration game with a new entertaining video featuring a diverse range of ambassadors

[British Airways](#) reveals its new onboard [safety video](#) that captures the essence of what makes Britain unique and original.

The five-minute recording showcases a range of the airline's on the ground and in the air team, alongside members of the public and well-known faces, including Little Simz, Kaya Scodelario, and chef Tom Kerridge. The video highlights everyday British activities such as enjoying fish and chips by the sea and visiting historic landmarks.

British Airways Chief Customer Officer Calum Laming said in an April 17 press release that the video is designed to capture attention and celebrate originality. "We wanted this to be a real celebration of originality and for us, it is our people who — together with where we're from — make us unique. That's why it was important for us to hero so many of our amazing colleagues doing what they do each and every day for our customers and for each other."

Beginning next month, the safety video will be shown on the airline's long-haul flights and is part of the company's British Original brand advertising campaign, which launched in December. The video includes British Airways engineer Carl Carpenter, who drives across an engineering hangar while asking passengers to unplug their devices before his own vehicle comes to an abrupt stop.

Carpenter said, "My day-to-day role involves making sure our aircraft are safe for our customers, so to feature in the safety video itself is quite surreal. We had so much fun filming the video and I can't wait to finally see it onboard when I next go on holiday."

In addition to featuring the British Airways cabin crew, the safety video also includes members of the public, including a real-life farmer and two fishermen inflating their life jackets on Deal Castle beach in Kent. British Airways brand ambassador and tennis player, Emma Raducanu, was also thrilled to be a part of the project. "It's fresh, engaging and I know (passengers) will be in for a treat when the video is rolled out for the first time onboard," she said.

A second version of the safety video featuring a new uniform designed by Oswald Boateng will be released later this year.