
A NEW LEVEL

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Level by International Airlines Group, Barcelona

Watch this video at <https://www.lsglobal.com/news/article/21196/a-new-level>

Barcelona – Level is a new geographically neutral budget airline.

- **The brand has been launched by International Airlines Group (IAG), which also runs national carriers such as **British Airways and Iberia****
- **The airline will initially offer flights out of Barcelona but plans to expand to other European cities soon**

The low-cost airline will offer long-haul flights to Los Angeles, San Francisco (Oakland), Buenos Aires and Punta Cana with fares starting from £84 (\$107, €99). Initially operating solely out of Barcelona, the airline has been designed to complement IAG's existing portfolio, which includes Aer Lingus, Vueling, British Airways and Iberia, but, crucially, to not feel tied to any one specific nation.

'The style is geographically neutral, truly global: LEVEL could be from Japan. Or Scandinavia. Or anywhere,' Paul Cardwell, creative director at **Brand Union**, the company behind the airline's visual identity, told It's Nice That.

'In developing the story it became clear that this new brand has the potential to empower people,' Cardwell continues. 'It could, quite literally, open up their world, expand their horizons.'

The Big Picture

As consumers embrace New Bricolage Living, travel companies are rethinking not only the services they offer, but also how to build brand strategies that speak to this new borderless generation.