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Becoming a lifestyle

DUBAI: Emirates' ambition to become one of the world's most recognised and loved lifestyle brands has been brought to life through a new Hello Tomorrow campaign focusing on its Business Class offering.

In a world where global citizens have so much choice, it is no longer enough for Emirates to be seen as just an airline.

Mika Paech, Brand Communications Controller said: "Apple didn't just produce computing devices, they revolutionised creativity and communication through the iPod, iPhone, iPad and iTunes. Nike didn't just produce running shoes, they revolutionised fitness and sport through Nike+ and Fuelband. Emirates is more than an airline – it's a lifestyle and will revolutionise global travel."

The goal of Hello Tomorrow is to make Emirates one of the world's most recognised and loved lifestyle brands. Because when customers love the brand, price is no barrier to travel.

To achieve this, the new campaigns showcase products with soul and ignite new passions in Emirates' travellers in ways that inspire them. Mika said: "One of our campaigns features a musician, who is travelling for business, and is inspired by the Emirates Business Class environment and product. Our Business Class is not about suits and laptops, it's a lifestyle choice for those who are in the business of living, because they do what they love and love what they do."

Each advert reflects the vision of Tim Clark, President Emirates Airline: "We must go against the trend and position the brand as youthful and fun. When they choose to travel with us they make a lifestyle choice. It's about essence, about soul. It's not just another new product."

In line with the vision, the new adverts show unexpected Globalista characters inspired by the experiences our products create. Each advert aims to break away from convention

with a distinctive and vibrant visual style and interesting perspectives to make Emirates stand out from the crowd.

The images also highlight how travel is not just a necessity, but a lifestyle choice. As Emirates develops into a more accessible, desirable brand, it will become a part of Globalistas' hearts and lives every day, as the

airline will continually provide them with travel inspiration, and not just when they physically travel.

Mika said: "We want our colleagues to understand that through the strength of our brand, Emirates is moving into the lifestyle space, and that they can be brand advocates of what we are doing. Employees represent

the brand and should be informed enough to be able to speak about what it means."

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