

Emirates

Campaign: Explore Europe your way

Media Agency: SMV Group, Liquid Thread

Creative Agency: GPYR, Ideaworks

Year: 2012

Source: Adshel

Objective: Emirates wanted to promote holidaying in Europe at various cities newly serviced by Emirates' direct routes. In doing so, emphasize the fact that travelling to Europe isn't as expensive as commonly thought, especially when booking through Emirates.

Audience: People 25-54, National excl SA

Strategy: Utilising interactive LCD panels, we gave users the freedom to customize a virtual travel experience. Customers selected destinations from categories of Food, Sport, Culture etc, to build their ideal European getaway. They were then able to scan a uniquely generated QR code to save the tailor made trip to their smartphone including costs.

Results:

R = 74.7%

F = 7.3

