



EMIRATES A380 LAUNCH IN VIENNA

Creating interest and shaping awareness for the largest passenger aircraft starting its scheduled service from Dubai to Vienna for the first time.

Strong media presence with a creative and informative approach.

Emirates was writing flight history in Austria. Therefore, it was our job to communicate this outstanding event to all Austrians: Emirates is starting a **scheduled daily service with the world's largest passenger aircraft A380** to Vienna.

In order to create the highest awareness possible and to underline the good connection between Emirates and Austria, we brought a **traditional Austrian marching band** to welcome the famous aircraft at the tarmac.

In advance, we organized an **exclusive press trip** to Dubai and an **interview** with Emirates' Executive Vice President Commercial Operations and Chief Commercial Officer for Austria's most important TV station ORF.

Additionally, we organized a **gate event at the VIP terminal of the airport Vienna** for important guests and partners of the airline in Vienna. It drew a large crowd and the event was fully packed. Also for plane spotters, we organized a specially guided tour through the aircraft.

Through all these measures it was possible to generate the **biggest headline** during these days and dominate news for a few days.



The Emirates A380 was welcomed by a traditional water canon salute at the Airport Vienna.



A traditional Austrian marching band was musically greeting the airline's flagship aircraft.



Vienna Airport and Vienna Tourism Board celebrated the launch of the Emirates A380 in Vienna.

Media pick-up of the story was unprecedented as it gathered pace throughout the week, reaching every Austrian – from the flight community over economists to the broad public.

149



clippings were generated only during the week of the launch.

100+



More than 100 people attended the gate event at Airport Vienna and were part of the static tours through the aircraft.

50%



of the coverage was achieved in Tier 1 key media among TV, print and online.