



ETIHAD LAUNCHES NEW BRAND PLATFORM: 'CHOOSE WELL'

News / Airlines



Etihad Airways, the national airline of the UAE, has launched a new brand platform: 'Choose Well'. The airline's new customer proposition is an invitation for all to make choices about how they travel and to journey on their own terms. It is also a validation that Etihad's customers, partners, guests and employees are at the heart of every good choice it makes. The launch is timed to coincide with the airline's birthday celebrations of fifteen years since its first flight.

- New brand platform empowers guests to make their own choices and to travel on their terms
- New brand advertising campaign reflects Etihad Airways' evolution into an 'airline of choices' and will be live in key markets from 13 November across print, digital and social channels

The inspiration behind the new campaign was taken from the Founding Father of the UAE, the late Sheikh Zayed bin Sultan Al Nahyan, and the choices he made to develop his nation and his people.

The refresh sees the inclusion of the 'Choose Well' line as part of the airline's visual identity, deployed across marketing collateral, sponsorships and events with the aim of creating greater visual impact. It recognises the decision-making power of the consumer and is the perfect complement to the line 'Abu Dhabi to the World'.

Robin Kamark, Etihad Airways Chief Commercial Officer, said: "We are a proud advocate of choice and have introduced a range of products that allow our guests to personalise every aspect of their experience. We believe that the power of choice lies with them. Whether that's First, Business or Economy, the power is with the guest to decide what products are right for them. We are an airline of choices and our latest campaign perfectly encapsulates the decisions that our people and guests make every day."

Celebrating '15 Years Young', Etihad Airways has come a long way in a very short space of time and offers a range of products and services across cabins. Recently, new seating options in Economy have been introduced to enhance the product offering and allow for greater personalisation. With the most recent introduction of Economy Space, guests can select seats that feature an increased seat pitch of up to 36 inches. Other introductions this year include a Neighbour-Free seating option in Economy and an extended range of 'buy-on-board' products.

Jason Foo, Chief Executive Officer of BBD Perfect Storm, the creative agency Etihad worked with to develop the new brand platform, said: "Research showed that Etihad offering greater choices was a game changer. But this brand platform is about more than just travel. In life we are all defined by the choices we make. We were incredibly inspired by the choices the late Sheikh Zayed made that not only defined his life, but the development of the UAE. This campaign is about inspiring, celebrating and offering great choices to all. It's a rallying call. Those that choose well, live well."

As part of the campaign, the airline chose to feature a range of individuals including its own staff. One person lending her voice to the power of choices is Shaima Rashed, one of the UAE's first Airbus A380 female pilots, who always dreamed of wearing the golden stripes. Through courage, conviction and choosing her own path, she fulfilled her dream and now flies the airline's flagship aircraft.

The new campaign rolls out today in the United Arab Emirates, Saudi Arabia, the United Kingdom and Australia and will include radio, print, TV, digital and social elements.

We are
our
choices

etihad.com #ChooseWell

Because she chose the Neighbour-Free Seat and slept all the way to Paris, she got to have breakfast with one of the world's most iconic views, the Eiffel Tower.

She chose her destination. Have you?

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Choose Well.

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