



# JENNIFER ANISTON'S EMIRATES ADVERTISING DEBUT IS A PASSENGER EXPERIENCE NIGHTMARE

News / Personalities



**Jennifer Aniston** has made her debut as the face of **Emirates** Airlines' latest campaign with a quirky and humorous video that highlights the **nightmare** of air travel in anything but luxury.

In the video, Aniston dreams that she's on a plane with no shower or bar, and is mocked by flight attendants for asking. Fortunately, she wakes up in First Class on an Emirates A380, so all is well in her world.

The airline signed Jennifer Anniston as its brand ambassador for a \$20 million dollar television and digital campaign which will seek to capitalize on the actress' girl-next-door looks and humor.

Boutros Boutros, Emirates' Divisional Senior Vice President, Corporate Communications, Marketing & Brand explained in a corporate announcement:

“Jennifer Aniston’s appeal and effortless connection with a global audience makes her the perfect choice for our campaign. As one of the busiest women in Hollywood, Aniston, like many of our customers, enjoys downtime only when she is traveling.”

“In a departure from the usual airline industry ads,” he added, “we chose to take a humorous approach to showcase the amazing products we offer on board. We couldn’t think of anyone better suited for the role than Jennifer Aniston and we wrote the script with her in mind. Her professionalism and comedic talent shone on the set and we are very pleased with the outcome.”

By contrast, Emirates’ competitor [Etihad signed Nicole Kidman to represent the airline](#) in a more dramatic and stylised ‘Flying Reimagined’ campaign earlier this year.

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**SOURCE: SKIFT**

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