

# Emirates Launches New Global Brand Platform

Submitted by: pr-sending-enterprises

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Emirates has launched a new global brand platform and direction, themed "Hello Tomorrow", which positions the global airline as the enabler of global connectivity and meaningful experiences. Emirates is embarking on an integrated marketing communications campaign with a new brand promise as the company continues its evolution from a travel brand to a global lifestyle brand.

Designed for the age of consumer engagement and empowerment, "Hello Tomorrow (<http://www.emirates.com/de/english/hello-tomorrow/index.aspx>)" is about inspiring people to greet tomorrow's unlimited potential, now. "Hello" is a greeting; an invitation to a person, a place or an experience. "Tomorrow" is a time, a place, a state of mind - the unlimited possibility of the future. Emirates (<http://www.emirates.com/>) is extending an invitation to try the unfamiliar, create new ideas, and form new visions. The theme encapsulates life's potential and embracing the future with all the possibilities it holds.

"Our new corporate image and global marketing campaign both underline the confidence we have in our existing products and services, and the vision we have for the future growth of the airline," said Sir Maurice Flanagan, Vice Chairman of Emirates Airline & Group. "Emirates (<http://www.emirates.com/de/english/>) is not just offering a way to connect people from point A to point B but is the catalyst to connect people's hopes, dreams and aspirations."

"Emirates is connecting people and cultures creating relevant and meaningful experiences that are shaping the world," he added.

Emirates airline has grown from its early days in 1985, when it launched with just two aircraft, to its current status as one of the world's fastest growing airlines with 171 wide-body aircraft including the world's largest fleet of Boeing 777s and A380s. A brand synonymous with luxury and innovation, Emirates offers award-winning inflight entertainment and was the first to offer inflight telephony across all classes, individual TV screens on every seat, First Class ([http://www.emirates.com/english/flying/cabin\\_features/first\\_class/first\\_class.aspx](http://www.emirates.com/english/flying/cabin_features/first_class/first_class.aspx)) suites and an onboard Shower Spa on its A380 aircraft. From its home base in Dubai, Emirates is geographically located within an eight hour direct flight of 75 per cent of the world's population. More distant routes like the Americas are connected to the Dubai ([http://www.emirates.com/english/destinations\\_offers/destinations/middleeast/uae/dubai/index.aspx](http://www.emirates.com/english/destinations_offers/destinations/middleeast/uae/dubai/index.aspx)) hub with long range aircraft that fly the distance direct.

The campaign was created with Emirates lead communications partner Strawberry Frog, the world's first Cultural Movement agency. "We're building on decades of innovation in Emirates marketing to launch this new and innovative movement for the world's most thoughtful and incredible brand," said Scott Goodson, Chairman of Strawberry Frog. "This bold next step for the brand will offer people who love the brand or want to experience the brand, inspiration to participate in this brave new world and spark new connections and experiences achieved through travel.

"The "Hello Tomorrow" campaign is at the vanguard of the trend for global brands to spark movements not

simply do advertising, connecting people, communities and encouraging them to join together to make a positive impact on society," added Goodson.

The campaign launch featured print, TV and digital advertising, including some iconic billboards in New York's Times Square and Milan's central train station. A series of vibrant messages that represent the spirit of Tomorrow - Tomorrow Brings Us Closer to; New People, New Experiences, New Styles, New Friends - will bring Emirates' new vision to the marketplace. Emirates website has also been refreshed to reflect the "Hello Tomorrow" messaging.

Notes to Editors:

\*Boston Consulting Group, September 2011

About Emirates:

Emirates, the Dubai-based international airline, is one of the world's most successful and rapidly-expanding airlines. With a focus on high quality service and industry-leading products, Emirates has received more than 400 international awards and accolades for excellence since its inception in 1985.

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