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Emirates launch their most adventurous ad campaign yet

Emirates, the international airline based in Dubai, are set to launch their most adventurous advertising campaign yet, to be beamed to billions of people across the world

/24-7PressRelease/ - DUBAI, UAE, June 20, 2008 - Emirates has come a long way since its first flights from Dubai in 1985, a point reinforced by the latest ad campaign from the airline; the "Six Continents" multi-media campaign. The campaign will run in more than 50 countries on a variety of media including television, print media and the internet.

Not only reflecting [Emirates](#) position as the only airline in the world offering non-stop services to six continents from its hub in Dubai, this latest ad campaign also reflects the various nationalities of its staff, with Emirates cabin crews collectively hailing from over 100 different nations.

The ambitious ad campaign was shot over 59 days on six continents, with the central theme being the joy of discovery through travel, as seen through Emirate's passengers' eyes as they journey across the carriers rapidly expanding route network.

Senior Vice President of Advertising for Emirates, Stephen Wheeler, outlined [Emirates advertising](#) plans for the near future: "The media campaign airs throughout May and June in the run-up to the key summer trading period and will then be followed by campaigns promoting the A380, the dedicated Emirates' terminal at Dubai International and new services to California."

Mr. Wheeler also commented on the unprecedented levels of investment Emirates is putting into new products, routes and aircraft: "Healthy investment in our brand and products has always set Emirates apart from other airlines. This latest campaign brings together our strengths to show current and future customers what they can expect from us".

The brand new Emirates ad campaign can be viewed onboard the airline's ultra modern fleet of 116 wide bodied aircraft via the award winning in flight entertainment system. The campaign can also be viewed on the [Emirates YouTube channel](#), while Satellite and local TV stations including BBC World, CNN, Sky and the Discovery Channel are scheduled to showcase Emirates services throughout the Americas, Europe, the Middle East, Africa, Asia and Australasia.

About Emirates:

In October 1985, Emirates flew its first routes out of Dubai with just two aircraft - a leased Boeing 737 and Airbus 300 B4. Then as now, the airline's goal was quality, not quantity, and in the years since taking those first small steps onto the regional travel scene, Emirates has evolved into a globally influential travel and tourism conglomerate known the world over for a commitment to the highest standards of quality in every aspect of our business. The [Emirates Group](#) announced record net profits of Dhs 3.5 billion (US\$ 942 million) for the financial year ended March 2007. The 28.8% increase in profits versus the previous year speaks of a promising future for the airline.

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