

# CASE STUDY – QATAR AIRWAYS



## Competition and Consumer Event

### Background

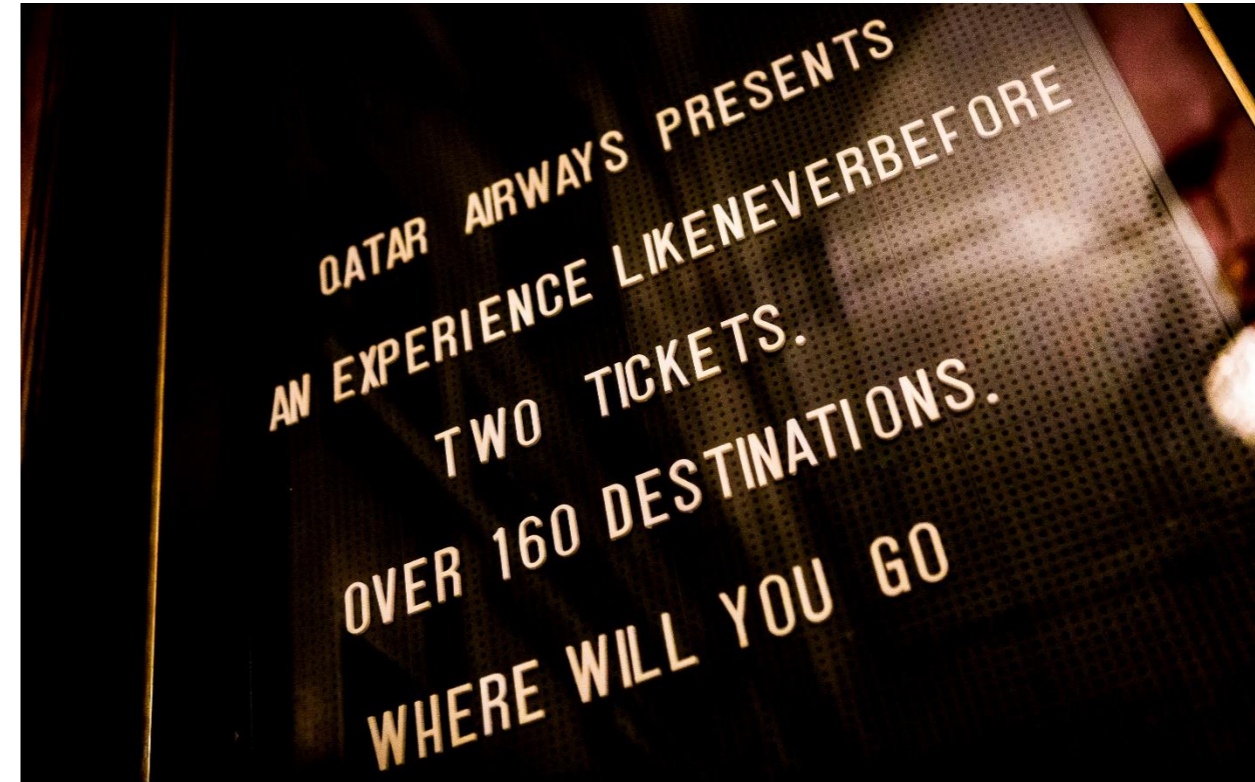
- Qatar Airways were looking to promote their new outbound destinations departing from London Gatwick Airport.
- They wanted to create an engaging event that would target both existing and new consumers alike, whilst also conveying the high level of customer service experienced by Qatar passengers.

### Idea

- DCM Studios worked closely with Avantgarde UK to create ideas for an exclusive event within cinema. Sign ups were not only given the opportunity to attend a first class screening event, but were also entered into a the chance to win 2 x flights to any of Qatar’s London Gatwick destinations
- To emulate a first class experience, DCM put forward one of it’s most premium and boutique sites, **Electric Cinema**, Portobello Rd.
- The aim was to transport guests onto a Qatar Airways flight the second they arrived
- To create intrigue and exclusivity, only 30 places were offered and the title of the film was also withheld.

### Plan

- Microsite for competition entries and event sign ups
- Qatar Airhostesses greeted guests on arrival with ‘boarding pass’ tickets
- Food and beverage offered that referred to orders on Qatar’s in-flight menu
- Tannoy announcements and a ‘safety briefing’ from airhostesses before film take off
- Screen of Eat, Pray, Love and announcement of competition winner



### Campaign Details

<b>Sector</b>	Travel	<b>Media Agency</b>	N/A
<b>Target Audience</b>	Mixed gender ABC1, new and existing consumers	<b>Creative Agency</b>	Avantgarde UK
<b>Package</b>	B2C Event	<b>Duration</b>	7 <sup>th</sup> March 2019



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