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AMERICAN AIRLINES “EMPACADOS”

“Nobody understands airline travelers like we do.” This was the platform that served as a starting point for our “Empacados” (Take with You) campaign.

Before creating the new ideas, we had to be consistent with the tone and manner of our previous campaigns. We felt that American Airlines had found a voice that connected it emotionally to the consumer and distinguished it from the other airlines.

Now the challenge was creating a concept that would also be consistent with the global strategy. And that’s how the slogan “American Airlines. We know why you fly.” was born.

Once the concept was approved, we at Zubi made sure that, besides relevant, the creative idea was credible. We wanted to ensure that when the customer saw the spot, he or she would ask himself or herself, “How do they know?”

Among hundreds of ideas we found one that had been mentioned several times by consumers at focus groups: “If I could pack that moment in my luggage, I’d take it with me.” And that’s exactly what we did. We showed different people who, one way or another, “pack” those intangible moments they miss the most.

This new creative campaign is featured in :60 and :30 spots that focus on branding in addition to a series of specific tactical :30 versions to run in different markets.

At Zubi we know we achieved a campaign that will build the American Airlines brand for the long-term without ceasing to amaze the consumer in the short-term.

And you, what would you like to pack in your luggage?