

From Kia Ora to Namaste! **(Air New Zealand)**

Campaign Requirements:

- Goal: Launch direct flights between India and New Zealand.
- Problem: NZ seen as far/unreachable from India due to layovers.
- Solution: Culturally resonant campaign promoting ease & emotional connection.
- Duration: 1 Month (pre-launch + launch)
- Medium: Social Media, Digital, Airport OOH, Print, Influencer Collaborations
- Type: Series of ads for both countries

Desired Brand Image:

- Warm, welcoming, and rooted in values (manaakitanga – the Māori spirit of hospitality)
- Progressive and global – connecting two diverse cultures seamlessly
- Premium service with sustainability at heart
- A thoughtful airline that goes beyond travel
- Style and tone:
 - Emotive
 - Heartfelt
 - Respectful
 - Culturally Inclusive

Target Audience:

- Demographics:
 - 25–55, Indian diaspora, tourists, students, business travelers
- Lifestyle:
 - Curious, culturally aware, comfort-seeking

- Type of User:
 - Explorers, reconnectors, value-driven flyers

Mandatory Inclusions and Intentions:

- All advertisements must have:
 - AirNZ Logo/logomark (depending on the available space)
 - Colour palette – black, teal, and white (brand shades)
 - Copy talking about hospitality, warmth, and seamless connectivity
 - Simple visual – visuals from India and NZ
- Intentions of the campaign:
 - Announce new direct flight route
 - Strengthen cultural connection
 - Boost awareness in India & New Zealand
 - Encourage first-time and repeat travel
 - Position Air New Zealand as the most thoughtful and culturally rich airline

Single-minded Proposition:

- Bringing Namaste and Kia Ora closer than ever before
- Home feels closer when we fly together
- From Taj/Ganges (or any well-known Indian location) to the Southern Alps. Non-stop
- Two worlds. One journey. No layovers
- Hashtags:
 - #KiaOraNamaste
 - #Bridging Distances
 - #DirectToIndia
 - #TwoCulturesOneFlight

Sample Ad:

