

Flying with the Germans: Lufthansa airs fun new commercial

Lufthansa has launched a new image campaign with a fun and entertaining new TV commercial bearing the slogan "More than just a good flight." In addition to the commercial, a digital special edition of the [Lufthansa magazine](#) will form the core of the integrated campaign.

"Just as with 'Fanhansa', the focus of the new campaign will be our passengers. We want to strengthen our brand awareness as a premium airline in a charming and entertaining way", says Benita Struve, head of marketing communication at Lufthansa.

The new TV commercial, which is in the style of a cinema trailer, tells the story of CEO Wilson, who throws the entire office staff into turmoil when she announces her unexpected visit. This is followed by a tremendous sense of relief once they find out that the dreaded boss will be travelling with "the Germans", who ensure that even the most ruthless manager will arrive feeling relaxed.

In the related content special on Lufthansa magazine, you can now take a look behind the scenes at the aviation group. Five videos tell the personal stories of employees working in different areas of the Lufthansa Group. They show the passion of the Lufthansa staff to ensure not only the wellbeing of CEO Wilson and the others but also of each and every individual

passenger of the airline and always with the goal of creating a premium flying experience for every passenger. There are also further content pieces on topics chosen from the world of Lufthansa.

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