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Oman Air Launches New \$10m International Advertising Campaign

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Oman Air, the national carrier of the Sultanate of Oman, is unleashing a new \$10 million international advertising campaign this month.

The campaign will run across broadcast, print, online and outdoor media. The broadcast element will be run in key European and Asian markets, and online, highlighting Oman Air's new aircraft and new onboard product.

The print, online and outdoor elements will include trade and consumer publications in the UK, France and Germany, focusing on Oman's rich choice of cultural, historical and sporting opportunities and inviting travellers to Find Oman, Bike Oman, Dive Oman, Climb Oman, Taste Oman, Smell Oman and Walk Oman.

The broadcast campaign was created by Spanish production house La Cosa de las Películas, whilst the other elements were created by Germany's Shanghai DGM and developed by Wunderman Muscat.

Launching the campaign in London, Barry Brown, Oman Air's Chief Commercial Officer, says:

"Oman is a stunning destination: a taste of the "real Arabia" that will thrill, delight and surprise visitors. However, in many ways, Oman is Arabia's best kept secret and, as Oman's national airline, we want more people to have the opportunity to visit the country and to experience its hospitality, its culture and its natural wonders."

This campaign follows five weeks in which Oman Air has launched new routes to Paris, Munich, Frankfurt, Male in the Maldives and Colombo in Sri Lanka; introduced two new Airbus A330 aircraft and a new Boeing 737; brought in new Economy, Business and First Class cabins; and unveiled delicious new menus. It has also prepared the way for the launch of its new three-class service on the daily, direct non-stop route between London Heathrow and Muscat, Oman.

This transformation is part of Oman Air's ongoing expansion and reflects the Sultanate of Oman's growth as an attractive destination for leisure and business travellers.

Barry Brown continues:

"With Oman Air you start to experience the country from the moment you board the plane. You will receive the warmest of welcomes, you will be served the finest foods and our state-of-the-art in flight entertainment is second to none.

"And all of this is delivered within comfortable, spacious cabins, aboard brand new Airbus A330 aircraft.

He concludes:

“Our Economy seats have a much larger than average 34-inch pitch, but it actually feels like a 36-inch pitch, because of their innovative, slimline design. Our four-abreast Business Class seats have an 82-inch pitch, with a lie-flat bed, and are bigger and more comfortable than many airlines’ first class seats. And our First Class seats are the last word in luxury. The First Class cabin only has six seats, together with a small lounge, and it feels more like a private jet than a commercial airliner.”