

<http://www.omanair.com/en/about-us/press-releases/oman-air-making-dreams-come-true-%E2%80%9Cfly-free-london%E2%80%9D-campaign>



Oman Air Making Dreams Come True With “Fly Free To London” Campaign

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The Sultanate’s national carrier, Oman Air announces an exhilarating campaign for the season. Bringing desires to reality, the airline now offers an opportunity to fly to London for free. The campaign was launched on the 16 September and will last up to the 15 December 2008.



Mohammed Al Shikely
SMM

Mohammed Bin Mubarak Al Shikely, Senior Manager Marketing of Oman Air stated that the company through this initiative is providing the ultimate opportunity of the year for its customers to visit Europe for free while enjoying the services of the largest airline from Muscat to the world. In order for participants to qualify, all they need is to log on to www.omanair.aero/flyfree, and answer a few simple questions pertaining to Oman Air.

He further explained that the new campaign “Fly Free to London” brings a fresh perspective to Oman Air and its marketing efforts. The campaign reaffirms the leadership status of Oman Air with over 200 flights per week from Muscat International Airport to the world. An added attraction is the opportunity to win 18 free air tickets (economy class) Muscat-London-Muscat. The campaign was designed as a tool to create better web awareness to the public. This in turn will generate quality feedback of Oman Air’s products and services. The suggestions received will be used to measure and improve services to meet and exceed our customers expectations.

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The advertisement features a scenic background of a beach with turquoise water and rocky hills. A man in a white thobe is holding a model airplane, and a young boy in an orange shirt is looking up at it. The text '200 Fly the Leader with over 200 flights per week from Muscat to the World' is prominently displayed. Below the image, there is a call to action to visit www.omanair.aero/flyfree to win free tickets to London. The Oman Air logo and name in Arabic and English are also present.

Fly the Leader with over **200** flights per week from Muscat to the World

Visit www.omanair.aero/flyfree Win free* tickets to London from the largest airline in Muscat.

From humble beginnings in 1993, Oman Air has grown to become the largest airline flying out of Muscat. We thank you for being a part of our inspiring journey. What's more, you can now win 18 Muscat-London return tickets on Oman Air over a period of 3 months. Simply visit www.omanair.aero/flyfree to start winning.

Modern Vision. Timeless Traditions.

This promotion is valid from 18 September 2008 to 18 December 2008 and is open to the general public in the Sultanate of Oman only. The staff of Oman Air, its advertising agency and their families are not eligible to participate. Winners will be announced on www.omanair.aero/flyfree *Conditions apply

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Corporate Communications and Media department of Oman Air announced that the completed surveys by partakers will be electronically captured and each month, 6 participants from the general survey will be drawn out randomly for the free tickets. Three lucky draws will determine the winners of the 18 tickets over a period of 3 months. Winners will be informed through their given email addresses.

They concluded that Oman Air has built a reputation of excellence on meeting expectations, and the airline is better prepared than ever to deliver a great travel experience. Oman Air owes this achievement to the efforts of a great team, people who year after year demonstrate an exceptionally high level of dedication and professionalism.

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