

Oman Air Awarded Silver in German Industry Awards

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Oman Air, the national airline of the Sultanate of Oman, has been awarded the Silver Award for the Best Marketing Campaign 2010, held by the Travel Industry Club in Cologne, Germany.

Every year, the Travel Industry Club hosts an award which recognises and celebrates outstanding achievements in marketing campaigns within the tourism sector. This year, the jury, which included experts from advertising and tourism sectors, selected Oman Air for the Silver Award for its marketing campaign, Soul of Arabia.



Steffen Weidemann, CEO of IFH, the Institute for Hospitality Management and Head of the Jury who had to select the winners from over 35 award entries for this category, said:

“Oman Air has demonstrated a new approach in airline advertising. Unique, authentic, unusual and mystic - the advertising concept is truly extraordinary. The colouring is modern yet traditional, in black and white as well as gold and silver. The look sets it apart from all its competitors. All in all, we praise the timeless, traditional concept that does not fall back upon common cliches of airline advertising, which usually refer to seat pitch, non-stop-connections or price promotions.”

Philippe Georgiou, Oman Air’s Chief Officer Corporate Affairs, said:



“We are very proud to have received this award for our market launch campaign in Europe. It recognises our work in positioning Oman Air as a premium boutique airline, pioneering new approaches in communication and defining Oman Air through exclusivity and perpetual innovation.”

The concept and artwork for “Soul of Arabia” has been developed by SHANGHAI DGM in Berlin.

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