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### Dubai International Airport wins Air Transport World Award for Outstanding Advertisement - voted by readers

Dubai International Airport was awarded a special certificate by the Air Transport World, a magazine for the World Airline Management, in recognition of its print advertisement which highlights -- "800 metres of tranquility" in Sheikh Rashid Terminal. The advertisement - which appeared in the December 2000 issue - achieved Outstanding Readership Response as measured against all other ads appearing in the same issue.

This readership survey was carried out by AD Q, a division of Harvey Research, an independent audit company. The survey measured the impact of the ad on all the readers of the December 2000 issue of Air Transport World.

In October 2000, HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Department of Civil Aviation, had launched a \$15 million (55m Dh) global advertising campaign to turn the spotlight on Dubai International Airport and the Sheikh Rashid Terminal.

This massive campaign by the Department of Civil Aviation, Emirates and Dubai Duty Free included TV and press campaigns and the exciting Tickets for Life raffle. The advertising campaign reached a around one billion people via major TV channels such as CNN, BBC, CNBC and Eurosport; Press advertisement in the Middle East, Europe, Asia and US in publications such as Time, Newsweek; Business Week, Air Transport World and various other aviation trade magazines; cinema advertising in the UK and Dubai; and banners on Emirates' Internet site.

The press ads, which are being inserted in various local and international magazines and newspapers even now, feature the Sheikh Rashid Terminal as "800 metres of total tranquillity" where "Only the gates close. Everything else stays open", where the Dubai Duty Free offers "100% pure temptation", where "Waiting has never felt so good" as in the Emirates Lounges and flying through Sheikh Rashid Terminal with Emirates will have 'a couple' "Dance around the world with free First Class travel for life".

The entire advertising campaign was created by the Department of Civil Aviation, Marketing & Media Relations Division, Dubai Duty Free and Emirates and their agency Radius Leo Burnett Dubai.

Mrs Anita Mehra Homayoun, Director, Marketing & Media Relations, commented: "I am glad that the advertising campaign has received such positive response, specially from the aviation industry magazine readers. We worked really hard on getting it right. I would like to thank HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Department of Civil Aviation and Chairman of Emirates, for his support and our agency Radius Leo Burnett for coming up with such creative ideas."