



7 May 2001 TV campaign for Sheikh Rashid Terminal bags two awards at The Sixth GCC Advertising Awards 2001

The multi-million dollar advertising campaign launched last year for the Sheikh Rashid Terminal has received yet another boost. Two television commercials - one for the Tickets for Life promotion on Emirates and the other to announce the 'arrival' of the new Sheikh Rashid terminal at Dubai International Airport - Where the World Connects received the Gold and the Bronze award respectively at the 6th GCC Advertising Awards 2001 given by the International Advertising Association. The commercials were entered in the Travel, Tourism & Hospitality category.

The campaign was a joint one between the Department of Civil Aviation, Dubai Duty Free and Emirates. It was created by the advertising agency, Radius Leo Burnett.

It is estimated that the campaign reached around 1 billion people worldwide. Its impact has been felt in the enormous growth, both in passenger movement - the first quarter of 2001 recorded a growth of 15.6% - and Duty Free sales, which continues to witness record breaking sales, month on month.

HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Department of Civil Aviation and Chairman of Emirates, commented: "The Sheikh Rashid Terminal is such a fantastic facility we wanted a campaign which was equally as spectacular. It was a joint campaign since we all share the same goal of bringing the world to Dubai. We take pride in having been recognized in our efforts. I thank everyone involved in this project."

Both commercials involved one of the biggest ever productions in the Middle East. The production team was also truly international, with local film crews used in each city, and the two dancers who were the stars of the Tickets

for Life advertisement campaign - who seem to grow older as they waltz the days away - were from the Czech Republic. The commercials were shot on three continents and in five countries - UAE, UK, USA, Portugal and Thailand. The production took five months of preparation and two months of shooting and post production. The campaign is in four languages - Arabic, English, French & German.

Three London Production Houses were involved including Stink Productions, Red and London Eye Animation Studio who have worked on projects with Meatloaf, Disney and Sting. The music for the Airport commercial, Bizets' Pearl Fishers was performed and recorded in Prague by an orchestra; Dance for Life music was specially composed for the commercial and performed and recorded in London.

All work produced in the Gulf Cooperation Council countries between June 1, 1999 and March 31, 2001, were eligible for entry in the 26 different categories at the IAA awards. The judges included senior advertising and media officials from different parts of the world.

The IAA is the only global partnership of advertisers, agencies and media. The IAA's global network comprises almost 4,000 members in 95 countries accounting for 99 percent of global advertising expenditure - 99 corporate members, 65 organisational members, 77 Chapters in major international centers, and a World Secretariat in New York City. In the Middle East region, the IAA has nine corporate members, Chapters in the UAE, Bahrain, Kuwait, Egypt, Iran and Lebanon, and members at large in Jordan, Kuwait, Morocco, Oman, Qatar, Saudi Arabia and Syria.