



20 Nov 2001

### Dubai Launches Major TV Campaign with CNN International Department of Civil Aviation and Dubai Duty Free Jointly Promote the City as a 'Cultural Voyage'

Millions of TV viewers worldwide are about to discover the cultural attractions of Dubai as a result of a campaign to run on CNN International.

The TV campaign, which takes the viewer on a 'Cultural Voyage' of Dubai, will commence broadcasting on CNN International on November 4th 2001. Expected to reach 241 million viewers in Europe, Africa, Asia, the Middle East and Latin America, the campaign is jointly funded by Dubai International Airport and Dubai Duty Free and is expected to run for two years.

The Cultural Voyage campaign consists of 24 different vignettes, or mini-documentaries, the first of which have been filmed in Dubai over the past six months. The themes focus on the rich cultural heritage of Dubai and encompass Falconry, Henna, Pearl Diving, Perfumery, Arabian horses, Architecture, Dhow Building and Arabian Music and Dance.

Commenting on the objective of the Cultural Voyage campaign, H.H General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Minister of Defence, UAE, said: "Although Dubai is already established as a top business and leisure destination, there is a need to go beyond the commercial success story and focus on aspects of Dubai's heritage that are still relevant to modern day life in Dubai. This CNN campaign is a great initiative by Dubai International Airport and Dubai Duty Free. It perfectly captures our rich and diverse culture and sheds light on the people and traditions of Dubai."

H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of the Department of Civil Aviation, Dubai and Chairman of Emirates Group added: "This is a very exciting project and is in line with the marketing strategy of Dubai International Airport and Dubai Duty Free who have since 1984, actively promoted the city of Dubai through international sport and major events. With this latest campaign, we have turned our attention to promoting Dubai's heritage."

Over the coming two years, there will be total of 24 vignettes, created, filmed and produced by CNN. With 8 vignettes already 'in the can', CNN will complete the remaining mini-documentaries over the next 12 months, thereby ensuring that the subject matter will remain both relevant and contemporary.

Commenting on CNN International's commitment to the Cultural Voyage campaign, Kevin Razvi, Executive Vice President of TBS International's Advertising Sales for News across Europe, the Middle East, Africa, Latin America and Asia Pacific said: "This campaign has provided CNN International with a unique opportunity to visually capture the essence of Arabia and broadcast that to millions of people, many of whom are unaware of the rich diversity of life in Dubai.

"In each vignette the people we feature are real life characters who talk about their own particular job or hobby with a genuine passion, whether they are a pearl diver, a boat builder or a Henna artist. The end result is a visually compelling mini-documentary that we believe will appeal to a global audience," added Razvi.

Each CNN vignette is introduced by a co-branded Dubai International Airport and Dubai Duty Free billboard, and is followed by a 45 second TV commercial featuring either the airport or the duty free.

The choice of vignettes will constantly be reviewed and updated by CNN International throughout the two-year campaign with an average of four vignettes running each day over the two-year period.

CNN International broadcasts on cable and satellite in English to more than eight million households in the region and is serviced by three local CNN bureaux, Cairo, Beirut and Jerusalem, with a fourth bureau in Dubai set to open in January 2002. It also has an extensive network of television and radio affiliates in the area which help provide CNN with its trademark live 'breaking News' from the Middle East.