SAY BONJOUR TO Paris
Launch campaign

The campaign was created in line with the re-launch of 3 weekly, direct flights to Paris, commencing October 2021. SriLankan Airlines returned to Paris after a break of 6 years as such, establishing the Airline brand was important for the longevity of the route and its contribution to the rest of the network.
Paris is a kaleidoscope of culture spanning millennia. Mysteries and romance are veiled in flavor and fantasy. The desire to discover new things while also enjoying the familiar.

Notwithstanding a diaspora of Sri Lankans settling in Paris, the two countries are inextricably linked in their shared love of adventure, history, food, and love.

Synopsis
Objective

- This rebirth honors the cooperation of two countries, which are bound together by the same things that define them in the past, present, and future.

- SriLankan Airlines worked to promote awareness among Parisians Sri Lanka and its multitude of experiences and the large diaspora of dream destinations from Colombo with this campaign.

- With this revival, Paris has once again become a hub of lap and luxury for Sri Lankans visiting or passing through. It’s as if you have a second nature, a second home.
Creative Rationale

This route explores a well-balanced fusion of a signature French style of illustrating posters; with a recognizable vintage look that has depicted 'Ceylon' as a travel destination; since Paris is recognized as an iconic city of art; with over 1000 art galleries across; this route explores a well-balanced fusion of a signature French style of illustrating posters; with a recognizable vintage look that has depicted 'Ceylon' as a travel destination. The minimalist-vintage style is akin to that of theatrical and travel posters in France, and it is also identifiable in Sri Lanka due to the popularity of the 'stick no bills' poster exhibition in Galle.
The art style of the popular French-take on posters first emerged in Paris during the mid 1860s, when Jules Cheret developed the color lithography technique for theater posters. This style saw a gradual evolution with the times and soon became a visual identity for art in France, with the minimal approach being used in posters for cinema, travel and other advertisements.
How French poster art relates to Sri Lanka

The cultural spillage of the French poster art which found its way to Sri Lanka through the means of travelling artists seeking to depict the country in the form of advertising-led posters in order to capture a timeless aesthetic.

This minimal style has grown much in demand and popularity following galleries like ‘stick no bills’ commissioning European artists and locals alike to produce more pieces that have now become a large part of the global pop culture in travel.
Target Audience

This campaign was aimed at those interested in visiting a new destination that they had never been before, but not excluding those who were already familiar with the area.

It was also aimed at partners both local and foreign who provide travel solutions to potential customers.
Evolution of the programme

Over the course of the reintroduction of the route to Paris, a number of media was released to create awareness of the route and the benefits of choosing to fly SriLankan Airlines. A 360-degree campaign began with visual communications that expressed the campaign idea in an amplifiable and extendable way.

- **EDMs**: A variety of singular creatives were created to be distributed via electronic mail to audiences both Business to Consumer (B2C) and Business to Business (B2B).
- **Social Media Posts**: A variety of vivid and attractive graphics were created and distributed across a number of social media platforms to garner interest and raise awareness.
- **On-board & Digital Avs**: Short video clips were created for this campaign to be shared on-board and various platforms.
- **Radio Spots**: A 30 second radio spot was aired locally to create hype on the re-launch of the much awaited destination.
- **DJ Endorsements**: A number of popular Disc Jockeys endorsed this travel route.
- **Print**: Business to Business (B2B) magazines.
Pull Ups: the creatives developed were adapted as pull-ups which were placed at the launch events at CDG Airport (Charles de Gaulle Airport, Paris) and BIA (Bandaranaike International Airport, Colombo) and the official launch event held at hotel Le Meurice in Paris to raise awareness.

Email Signature: All staff at SriLankan Airlines were provided with customized email signatures relating to this campaign as a means for drawing attention to the destination re-launch.

Promotional items: Product brochure in French, cloth bags and postcards were distributed at the launch events at the CDG Airport and at the official launch event held at hotel Le Meurice, IFTM Top Resa Trade Fair 2021, Raid Amazones 2022 and tour operators and travel agents in Paris to create hype in the market.

Aircraft Livery branding: Livery branding were done to promote Raid Amazones 2022 event held in Sri Lanka and to strengthen and create awareness on SriLankan connectivity from Paris.
Promotional element

- Raid Amazones 2022 Sigiriya, Sri Lanka: Over 550 female French athletes smaller groups take part in a range of adventure challenges, such as orienteering, mountain biking, canoeing, riding, running, archery, treasure-hunting. Raid Amazones is one the biggest adventure group travel events in the French market and the 20th edition will take place in Sri Lanka.
  1st Edition: 13th – 23rd March 2022
  2nd Edition: 27th March – 5th April 2022

Sponsoring the Raid Amazones 2022, post Sri Lanka as a prime adventure and sports destination, strengthen SriLankan connectivity from Paris and support the country’s tourism revival efforts.

Value of visibility through global mainstream and social media is around EUROS 15 million.
Promotional element

- Launch event at CDG Airport (Charles de Gaulle Airport, Paris) on 31st October 2021
- Launch event at BIA Airport (Bandaranaike International Airport, Colombo) on 31st October 2021
- Official launch event, marking SriLankan Airlines’ services between Paris and Colombo at hotel Le Meurice on 02nd November 2021 with the presence of representatives from travel and trade in France.
- IFTM Top Resa 2021 from 05th to 08th October 2021
  IFTM Top Resa is the multi-target professional fair of tourism and travels, which covers all grounds for travel: business, leisure, groups, MICE (meetings, incentives, conferencing, exhibitions).
Results generated

8,383,360
Reach

106,351
Engagement

Published on
Passenger numbers of operations to and from Paris for the period of three months November 2021 - January 2022

- Nov-21
- Dec-21
- Jan-22
Results generated

Raid Amazones 2022 value of visibility through global mainstream and social media
EUROS 15 million
The National Carrier of Sri Lanka
Proudly carries across continents
That
Sri Lanka, the island that contains multitudes
Awaits the world's arrival…
And
To date,
The travellers, the explorers and those come in search of serenity
Continue to follow in the trail
To view the full campaign, please click the link below:

https://youtu.be/opF-SYj72HQ