

SOMETHING THOUGHTFUL TO CHEW ON

To boost their brand with influencers, travellers and the media, Air France created a clever campaign that soared.

Air France cares about every aspect of passenger comfort. From head to toe, no detail is too small. Because cabin pressure can change during takeoff and landing, eardrums are sometimes compressed and fliers' ears may become blocked. As it's not chic to yawn the pressure away, many travellers chew gum to help make the flight more comfortable.

To align its brand with in-flight ease, Air France collaborated with a food specialist to create the first chewing gum that tastes like France. *La gomme à mâcher* is French made with 100 per cent natural gum, and is available in two flavours. Both recall iconic French desserts – pistachio macarons and crème brûlée.

To raise awareness of its *savoir faire* approach to passenger relations, packs of the gum were mailed to journalists and influencers. The airline also extended the experience to Snapchat, with a *gomme à mâcher* lens.

The results took off: 40,000 packs of the gum were sold within a week and 30,000 were mailed and given away. The campaign, which got media coverage worldwide, generated more than 25 million impressions and 6 million views of the launch video.

In addition to the mailings, the Air France gum was distributed on select flights, as well as in several of the airline's lounges. It was also available to buy online. Without a hint of turbulence, Air France was able to relieve travel pressure and improve both customer experience and brand perception.



CLIENT: Air France | PRODUCT: La gomme à mâcher | COUNTRY: France | AGENCY: BETC | AGENCY TEAM: Chief Creative Officer: Rémi Babinet | Executive Creative Directors: Ivan Beczkowski, Jasmine Loignon | Creative Directors: Marie-Eve Schoettl, David Soussan | Art Directors: Chloé Perignon, Nathan Brunstein | Copywriter: Chrystel Jung Strategic Planning: Céline Mazza | Director: Flaminguettes | Producer: Yannis Cullaz (RITA)

