

Luxembourg, 18 May 2017

A new trip for Luxair

Luxair is expressing itself with one 40-second film and three 25-second films about passenger comfort, from the moment customers reserve their tickets up until they board the plane, with a special focus on the quality of service provided and the various services included in the ticket price. These advertisements articulated around the word "trip," depict numerous travellers in various situations, such as a family trip, a romantic trip, a trip with friends or a professional trip.

4 promotional films and a multitude of visuals

Many visuals using the word "trip" and conveying feelings of serenity, sharing and happiness were created, in order to promote the destinations served by Luxair. A communication strategy that can be summed up in just one sentence: with Luxair each trip lightens the spirit.

Campaign produced in collaboration with the agency Mikado

The LuxairTrips campaign was developed in partnership with the agency Mikado. Filming was made possible, in spite of the considerable logistics involved, thanks to collaboration with numerous partners such as lux-Airport and Pestana Cidadela in Cascais, which provided their facilities for shooting some of the scenes.

Click [here](#) to discover the new Luxair film.

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About:

Mikado

Mikado was founded 27 years ago in Luxembourg and has been associated to the Publicis network since 1999.

Mikado is a full-service communications agency, which is sufficiently big enough to take into account the communication needs of a brand as a whole, but also small enough to understand and share the company's ambitions. Mikado works in collaborative mode with its clients, so it can listen, advise, create and be responsive to its clients' requirements.

LuxairGroup

LuxairGroup is the main aviation company active in the aviation industry in Luxembourg.

The Group has four business units: Luxair Luxembourg Airlines, which operates scheduled flights to over 20 European destinations; LuxairTours, its tour operator with about 40 destinations in and around Europe; LuxairCARGO, Luxembourg's main air-freight handler; and LuxairServices, the Group's airport services unit.

LuxairGroup's activities are based on three fundamental values: passion, care and responsibility. These values ensure that customer-centric services are developed and that the foundations of a solid and reliable company are built on open and transparent dialogue with staff members. LuxairGroup is also committed to serving the local economy, whilst protecting the environment and human and natural resources at the destinations operated.