

S7 AIRLINES

Target audience

Middle-income people from 25 to 50. Target audience should be able and willing to travel.

Core values



Understanding that this world is not
finish on your home town. It can spread
through your imagination and became
real place in our planet.

Insight



Most people think that our fairytale places doesn't exist on the Earth, but everybody wants to appear there.

Brand message



We can open new worlds together.

Commercial video idea

Since childhood we are dreaming about chocolate lakes, magic beings, secret places. But getting older we understand that these magic places from fairytales is not real. Commercial video idea is designed to prove us that miracles and magic are all around us; we don't even know a half of what exists on our planet. The video encourages people to travel more, discover this world and find in this here fabulous places that in childhood seemed like a fantasy.

Anything is possible with S7 airlines.

Commercial video message

**Never stop dreaming, start
traveling!**



DISCOVER NEW WORLDS
THAILAND



DISCOVER NEW WORLDS
NEW ZEALAND