

## Emirates

Emirates | Strategic Planning Leads to Successful Launch

### THE CHALLENGE

[Emirates](#) Airline sought to introduce its luxury Airbus A380 service direct from Dubai to Dallas and Houston – and the company wanted to do so in style.

### OBJECTIVE

Introduce luxury Airbus A380 service direct from Dubai to Dallas and Houston.

### SOLUTION

Pierpont’s strategy included a series of launch parties in each city to celebrate the flight’s inaugural voyage, which would be supported by aggressive business and consumer media relations outreach; engagement with lifestyle and travel bloggers; a broadcast media tour featuring Emirates cabin crew; and in-depth press materials.

### RESULTS

The aggressive campaign resulted in more than 30 media outlets attending the launch parties in Houston and Dallas, resulting in significant, high-profile broadcast, print, and digital coverage in both markets. Coverage highlighted ‘the Emirates difference,’ demonstrating market superiority at many levels and compelling an audience of current and new US travelers to try Emirates.

### BY THE NUMBERS

# 30+

Media Outlets