

Emirates Advertises in a Colossal Way

Emirates takes over Clapham Colossus to promote its global network from London Gatwick

23rd January, 2013 – Emirates, one of the world’s fastest growing airlines, has taken over the iconic Clapham Colossus site for the next three months. This site is the largest backlit advertising site in Europe and Emirates is the first advertiser to own this position on a long term basis.

The advertising will be part of a campaign to raise awareness of London Gatwick as an access point to the [Emirates](#) global network, flying to Dubai and onwards to destinations such as South Africa, the Indian Ocean, Malaysia, Singapore and Australia.

The Clapham Colossus is located trackside just outside Clapham Junction, Europe’s busiest station, connecting passengers from Central and South West London to London Gatwick and the South West of England. Over 2,000 trains pass through the station daily and 3.3 million business commuters and leisure travellers pass through each month.

Laurie Berryman, Emirates’ Vice President UK said:

“The Clapham Colossus is a fantastic opportunity for Emirates to raise awareness of its global network. Emirates flies from London Gatwick three times daily to Dubai, where passengers can then connect to over 125 destinations across six continents - this is something that we really want to highlight through this advertising campaign.

“London Gatwick is a key UK airport for us. Advertising this gateway to Emirates’ global network in such a prominent place, offers an extremely effective way for us to reach our target audience.”

The Clapham Colossus is 200 feet long, almost measuring the length of an A380 and is fifteen feet high. The creative image shows a travelator which spans the length of the site and showcases the breadth of destinations you can access with Emirates from London Gatwick, as viewed when walking through an airport departure gate. The site is constructed as a 3D special build with ‘views’ taking in iconic landmarks in Dubai, South Africa, the Indian Ocean, India, Kuala Lumpur, Singapore and Sydney.

Emirates will be advertising on the Clapham Colossus until 14th April 2013. The airline last used the site as part of their Hello Tomorrow campaign in 2012 and previously to promote Australia in 2007.

The impressive advert was the first collaborative piece of work between [Starcom](#), Emirates’ media agency, and [G2 Joshua](#), a global brand activation agency.

-Ends-

Image in the link below:



Download

Image caption: Emirates takes over The Clapham Colossus.

About Emirates:

Emirates airline operates 112 non-stop flights per week from the UK to Dubai – five services a day from Heathrow, three daily from London Gatwick and Manchester, two per day from Birmingham and Glasgow and a daily service from Newcastle. In Dubai, passengers can connect to flights to Emirates' global network which spans over 128 destinations across six continents in 74 countries.

For More Information

Rebecca Milne, Rebecca.Milne@fleishmaneuropa.com; 0207 395 7060; 07999 650 814

About G2

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand CommitmentSM. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision JourneySM, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com

For more information:

Jessica Bayat | G2 EMEA

T: +44 (0) 7824 694469 | E: Jessica.Bayat@g2.com