

Experiencing the dream

New Boeing ad campaign focuses on what it will be like to fly in the 787 *By Lauren Penning*

Search the Internet for “787 Dreamliner” and chances are you will find facts and figures on range, payload and improved airplane performance, as well as the advanced technologies incorporated in Boeing’s new jetliner.

But it is the experience of flying in the 787 that Boeing’s Communications and Marketing team wants frequent fliers to feel. And that’s the goal of a new Boeing advertising campaign.

“We have done a good job communicating the technical advantages,” said Jeff Robinson, Commercial Airplanes senior advertising manager. “And now we’re tapping into the positive emotional experience of flying.”

Experience is at the heart of the new advertising campaign rolling out this month. “What does an airline want? To fly an airplane full of passengers,” Robinson explained. “So we want to showcase what this amazing new airplane has in store for passengers.”

That includes smoother flying, inspiring views throughout an advanced-design cabin and arriving at the destination more refreshed. “All are factors that are unique to a 787,” said Rob Pollack, vice president of Marketing, Commercial Airplanes. With this ad campaign, “we want to show people really enjoying the experience of being on the Dreamliner.”

The new Boeing ads (see examples on pages 7–9) will run in publications around the world starting this month. The campaign will run in business, lifestyle, trade and travel publications that reach the premium passenger. Ads will be featured on trade, business and travel websites.

Blake Emery, director of Differentiation Strategy, Commercial Airplanes, said the Dreamliner interior is designed to reconnect passengers with the experience of flight. “There is something very magical psychologically about the flying experience,” Emery said. “The 787 interior is going to trigger that magic.”

To bring this promise to life in print and on the Web, the ad campaign features sweeping views of the premium passenger cabin.

A weeklong photo shoot for the campaign took place this summer at Boeing’s Customer Experience Center in Renton, Wash. The facility has an interior mock-up of the 787, but re-creating the passenger experience for the ads wasn’t as simple as placing models in the display mock-up.

The team pulled the seats out of the 787 mock-up to shoot them on set with the models and then shot the airplane mock-up’s interior, bringing the shots together in composite images. This allowed the shooting team to perfect the lighting and re-create what 787 passengers will experience. “For the person who sees the ad in the magazine, there is no difference between the real airplane and the ad,” said Peter Serchuk, creative director and manager of Boeing’s partner advertising agency Frontline Communications Partners.

Specialists in makeup, wardrobe, lighting and video were on hand throughout the week. “Everything is about the image of the airplane and the image of Boeing,” Pollack said. “And that is why everything has to be perfect.” ■

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PHOTO: A film crew transformed the warehouse at Boeing’s Customer Experience Center in Renton, Wash., into a studio to photograph and shoot video of an interior mock-up of the 787 for the advertising campaign. The Dreamliner features many new cabin advancements.

JIM ANDERSON/BOEING



PHOTO: Norma Jean Baker (Marilyn Monroe), left, boards a DC-6 in this ad. She appeared in several Douglas Aircraft ads.

BOEING ARCHIVES

Back to the future

The 787 represents a huge leap in aviation, just as Boeing’s 707 did when it helped usher in the jet age a half-century ago. The new Dreamliner advertising campaign also shares a link to the one produced for the 707—its lifestyle angle. The 707 ads promised a travel experience like none before:

“Only seven hours to brush up on your French.”

“Not a ripple in your coffee aboard the 707.”

“Would you rather drive for a day or rest for an hour?”

“Hardly time to start a sweater.”

“Once aboard you won’t believe your eyes ... or ears.”

“A lullaby in flight.”

“Only one drawback—the trip was too short!”