

Qatar Airways ad awarded at Phoenix Awards

JOHANNESBURG: A Qatar Airways television advert picked up an award at the Phoenix Award held in Singapore in the Travel/Holidays/Airlines category. The winning advertisement, 'Lounge', is part of a global campaign designed to portray the brand assets of Qatar Airways and heighten overall awareness of the airline internationally.

'Lounge' is part of a trilogy of advertisements produced by Qatar Airways which includes 'Journey,' an advertisement that highlights key points on the airline's route network, and 'Appetiser' - a commercial that blends the ambience and style of the airline's food and in-flight service offering.

All three advertisements have been broadcast internationally. The TV ads form part of a brand campaign that incorporates print, TV, radio, and digital media.

The Phoenix Awards recognises individuals and organisations within the Asia Pacific region and is endorsed by the Association of Independent Television Companies in Singapore, the Australian Cinematographers Society, and the Institute of Advertising in Singapore.

AdAsia, an advertising and marketing industry magazine, holds the Phoenix Awards annually, judging the creativity and professional skills in the production of films, video and digital images for advertising and promotional purposes.

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