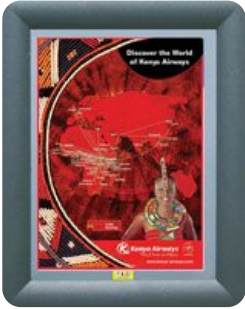


Kenya Airways onboard with TLC

Kenya Airways has appointed Primedia's TLC to run a three-month advertising campaign targeting potential travellers and holiday-makers. According to TLC's Brett Tucker, the aim of the campaign, running from April to June, is to generate awareness around the destinations to which Kenya Airways travels.



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"Kenya Airways signed on for TLC's captivating standard A4 washroom frames in all ten of ACSA airports' domestic and international washrooms for the first two months of the campaign, whilst the third month will see attention-grabbing creative displayed in our 35 mall holding nationwide," says Tucker.

Targeting frequent travellers

'Discover the world of Kenya Airways' is the first creative, to be followed by photographs of the different destinations to which the airline travels. Captions like 'Beat the common cold Mombasa!' aim to drive consumers to the warmer destination as winter sets in South Africa.

"TLC's ACSA holding made perfect sense for Kenya Airways as it is able to directly target frequent travellers and generate awareness around its own routes. By doing this, Kenya Airways may just become the consumers' airline of choice for their next trip," says Tucker.

"The second creative also draws the consumer in, as they are made aware that affordable holidays are available when flying Kenya Airways," he adds.