Student’s name

Course id

Submitted to

Date

Introduction:

Title: Poster for Europe, Air France/"The sky, the most beautiful place on earth".

Product/service: Airline.

Background:

Air France, the main French airline, was founded in 1933. It specializes in the transportation of passengers, goods and aircraft maintenance and upkeep. The airline is part of the Air France-KLM group, which is the fourth largest airline in the world. Air France serves 190 destinations in Africa, North America, South America, Asia, Europe, the Middle East and Oceania. At Air France, advertising has always been important. Very early, the company understood the interest of asking painters or graphic artists to project their vision of Air France in overprint to the reality of the image of the aircraft, a "modern" means of transporting passenger’s men. We can follow this societal vision with the famous posters of the brand "Air France", one of the major airlines. Let's mention, among the creators, Matthew, the best known, then a real star of the media. Mathieu's posters met with a great success that can hardly be imagined now, so much has it been copied and it’s banal, overused style. In addition to their graphic success, its posters show the dynamism of a society open to the future.

Summary:

Air France renews its ads and embarks on a new advertising campaign. It must be said that the skies are rather dark at this time for our national airline, so it needs to give people the desire to travel (by flying it would be better for them), and to do so, what better than to offer them dreams? This new campaign, always in the same vein as the previous ones, upscale and avant-garde and designed by BETC Euro RSCG, is an opportunity to take a look at the evolution of the company's communication throughout of its existence. This is revealing of many things: position on the market, development policy.

First step, Air France began to reduce the space devoted to its aircraft on its ads. Previously, posters always praised the benefits of the company aircraft both in terms of space (seat spacing) and in terms of welcome with hostesses smiling all the more sublime than each other. They also always put forward their devices, since at the time allowing more to fly was a fantastic technological feat. Little by little the planes became more discreet and smaller, as if to take the plane had become rather banal and not very interesting in itself. While its competitors have remained somewhat stuck in the previous model, Air France has managed to evolve its communication intelligently by positioning itself as a leader. There new posters are without any plane.

The size of the plane set the goal of the ad

"The sky, the most beautiful place on earth". The company has continued to sell dreams, but the nature of the dream has shifted from the plane to the destination. The plane is reduced to a simple means, vector of access to the dream: the goal is now the journey and the fantasies that this concept carries in him. Moreover, you will notice that the presence of the planes is more and more discreet as the various campaigns, to the point that the plane does not disappear from the board and is replaced only part of a symbolic seat number at the time of the last campaign, and by a stroke in the sky in the current one. This is the idea of a quality service, high end that seems to be behind this communication. The idea that Air France no longer "sells" air transport, but the comfort of air transport, is confirmed by this latest campaign.

Indeed, if you look carefully at these new posters you will see that it has neither plane nor seat number, but that it is the services on board that are put forward by a touch : on a poster, we will put a pink panther forward, to symbolize the sweetness and innocence characteristic of children. Parents will be made to understand that their children will be well received on the plane, and that they will feel safe. Air France is gradually moving into a high-end transport service provider, gradually erasing the aerial aspect of its business.

Conclusion:

Air France is playing the card of daring and renewal through its new advertising universe. The visuals mix roots and modernity, while echoing the past of renowned poster designer of the Company. The pleasure, the freshness and the dynamism emerge from winks to the Moulin Rouge, to the French Revolution, to the Sun King, to the great chefs or to haute couture.

The eminently French character of the Company and the notion of the pleasure of traveling with Air France are conveyed in a joyful, lively and inspiring message that is in keeping with hedonism and the French way of life. The tone is deliberately offbeat and light, to create connivance and closeness with the audience. Air France also adopts a new signature "Air France, France is in the air". This new open and international signature, like the company, also claims the positive values associated with France.

Bibliography

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