



TQPR Malaysia/Launch of Lufthansa's Flynet ®

Challenge

Lufthansa German Airlines is the first airline in the world to introduce in-flight hi-speed internet access service. Objective of PR campaign was to create awareness of FlyNet whilst simultaneously reinforcing Lufthansa's position as a pioneer in aviation technology.

Strategy and Action

Media familiarisation trip from Kuala Lumpur to Bangkok (one of Lufthansa's flight routes) was organized in September for selected Malaysian journalists from the travel, business and IT sections, to provide them with a first-hand experience of FlyNet.

Results

Full media turn-out and positive coverage with detailed description on development of FlyNet technology .

TQPR
M a l a y s i a

