



PRESS RELEASE

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Lufthansa inspires Chinese to travel with its new brand campaign #LifeChangingPlaces

- **Showcases stories of travellers inspired by destination experiences, including the story of a Chinese student who was inspired by French wine culture to switch to a career in wine-making.**
- **Lufthansa introduces a ‘Mobile Inspiration Tool’ that uses Artificial Intelligence to recommend ‘life-changing places’ basis users’ surroundings**
- **The international campaign is characterized by diversity, rich audio-visual content, consistent 360-degree cross-media interlocking and creative formats**

Building on the global success of its latest brand claim ‘Say Yes to the World’, Lufthansa today launched a new cross-media brand campaign in China, named #LifeChangingPlaces. Following the brand’s legacy of promoting open-mindedness, this campaign celebrates five real-life explorers who were rewarded with enriching experiences on their travels.

Through strong visual storytelling, #LifeChangingPlaces invites global travelers to explore the limits of who they are and find out who they can be. First launched globally in 2017, the campaign has now come alive in China with the story of Cici Li. Cici was a straight-A student at a Chinese university who was about to step into the society. She was wondering who she should become in the future. By chance, Cici came to Burgundy, France. She saw the purest scenery and spent a wonderful time in the countryside. It was this rare experience that made her finally reach the destination of her dreams. And now, she becomes a wine maker and has her own wine business.

Commenting on the strategic thought behind the campaign, Michael Knapp, Director B2C Marketing Asia Pacific, Lufthansa German Airlines said: “Places can change people. They can inspire and motivate them to become more of who they are by opening them up to new experiences. At Lufthansa German Airlines, we want to enable such experiences for everyone. That is the main goal of our brand campaign. As a premium international airline and a proud driver of globalization, Lufthansa remains committed to being a preferred travel partner to the global Chinese who values quality, reliability and a sense of adventure.”

With the China story launched, the thought behind #LifeChangingPlaces now resonates with five incredible travel stories set in New York, Mexico, Lofoten, France, and Cape Town. The video highlights of these powerful journeys can be viewed at Lifechangingplaces.com.cn

Strong cross-media focus and launch of ‘Mobile Inspiration Tool’

Backed by powerful audio-visual content, the roll-out of #LifeChangingPlaces in China will differentiate itself on its strong cross-media interlocking and engagement across online, social media, TV, OOH and cinema. The campaign will further leverage innovative tools, creative formats and localized content to enhance delivery of the brand message to target audiences.

One such innovative tool launched for this campaign is Lufthansa’s Artificial Intelligence-led ‘Mobile Inspiration Tool’, which recommends potentially ‘life-changing destinations’ based on photos of where users are. One simply needs to log on to Lifechangingplaces.com.cn on a mobile device, click the photo of any surrounding object, and allow the tool to search through a database of several object-location combinations to suggest a ‘life-changing place’ for the user.

Over the coming months, Lufthansa will take the campaign further through a strategic BTL campaign backed by a creative social media concept, specialized targeting, user experiences and engagement, long-format podcasts, relevant platforms and partnerships, and much more.

Media Relations

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