



FLY BETTER WITH EMIRATES

Ad Campaign

Promotes comfort, modern, and luxury brand



Original Ad

Unique Logo and Appealing Message

Design is using calligraphic logo design combined with a catchy message



Design

Picture with Modern Design Buildings

Image with natural blue gradient of the sky and modern buildings delivers “luxury” feel

Decorative Font and Very Unique Font Choice

Design is using custom font with a calligraphic/curvy feel



Typography

Sans-serif Font

Body copy is using sans-serif type which creates great contrast

Red Color

Gives great contrast to the design, appeals to the eye first



Color

White Color

Gives great contrast and attracts the eye of the viewer

New Ad

Logo Placement and Appealing Message

Design is using calligraphic/curvy font, combined with a catchy message



Consistency

Similar Color Scheme

Image is pretty similar to original ad, similar color scheme (red, blue, white)

Typography

Combination of decorative and sans-serif



Consistency

Photography

Image is consistent to original ad and gives a "luxury" feel to the design



Hello Tomorrow