

air new zealand live in cinema

Air New Zealand ran a cinema campaign to promote their January seat sale offering low price trans Tasman airline tickets.

The on-screen campaign was supported by an innovative live promotion during the movie pre-show program at selected cinemas with moviegoers caught up in an elaborate hoax as they witnessed a couple of grown women 'wrestling' over a pair of lost airline tickets.



As audiences were enjoying the advertising and trailer pre-show segment, the on-screen action abruptly stopped and the house lights turned on. An actress entered the cinema and asked moviegoers to look under their seats because she had lost an envelope containing her Air New Zealand tickets.



As the audience unwittingly became part of the hoax by searching for the "lost tickets" a second actress seated among the audience screamed out that she had found them.



Through a well rehearsed script the scene became comically confrontational when the finder refused to hand over the lost tickets as she believed them to be the last ones available. As a comical catfight ensued a third actor, posing as the cinema's Duty Manager, rushed in and separated the brawling women.



After apologising for the incident he advised the audience that there were plenty of tickets available because of the current Air New Zealand sale. The actresses pussyfooted out of the cinema escorted by the spoof Duty Manager, to the applause of the audience and the Air New Zealand advertisement continued playing on screen.



The promotion created a hugely memorable connection with the audience for Air New Zealand. Air New Zealand Marketing Manager Australia, Mark Street said 'With so much competition for airfares today we're hopeful this fresh take on cinema advertising will give us an edge and point of difference in reaching consumers while also providing entertainment for moviegoers.'