THIS AIR FRANCE AD IS THE TOP TRAVEL BRAND VIDEO OF 2015

News / Airlines

Congratulations (or, we should say, félicitations) to Air France for having created an advertisement that has been more popular than any other video from any other travel company so far in 2015, according to Google. A review of YouTube clips by Think with Google, the search giant's market research arm, finds that Air France's promotional video "France is in the Air" was the most popular video created by a travel brand and shared online so far in 2015.

More than 50 million people have viewed the video on YouTube. The ad was also broadcast in France, the United States, Brazil, Japan, China, and Italy on TV, in cinemas, and on social networks like Vine.

The advertisement was made by Paris-based creative agency BETC.

The ad was directed by the duo "We are from LA" and features a remix of Glass Candy's Warm in the Winter as a soundtrack.

Also in March, Air France tapped BETC to choreograph its whimsical inflight safety video, using the same visual aesthetic.

-

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.

SOURCE: AIR FRANCE
ARTICLE LINK:
https://ut.50skyshades.com/news/airlines/this-air-france-ad-is-the-top-travel-brand-video-of-2015

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.