S7 AIRLINES WON EUROBEST AWARDS

News / Events / Festivals



S7 Airlines, a member of the **one**world® global aviation alliance®, won three prestigious awards at the **Eurobest advertising industry festival.** In different categories the jury distinguished S7 Airlines promotion campaign #IWANTTOGOWHERE, and innovative project “Imagination Machine”, which was implemented as a part of the campaign.

The video #IWANTTOGOWHERE won a silver award in the Film category among companies of travel industry and transport. The promotion campaign was held in spring 2015. To create the video we turned for help to children – “professional” dreamers with boundless fantasy – and asked them to describe their dream world.

S7 Airlines also was awarded with a Grand Prix of the festival in the Interactive category for the project “Imagination Machine”, which was implemented in April of the current year. This project was also awarded with a silver award of the Branded tech off-line sub-category.

As a part of the promotion campaign #IWANTTOGOWHERE S7 Airlines presented in Moscow the Imagination Machine high-technology installation, which enabled to direct flights using the power of imagining.

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