



QATAR AIRWAYS TAKES FLIGHT IN THE PARK

PARTNERSHIP:

To promote its new routes leaving from LAX, Qatar Airways turned to The Grove to introduce affluent prospects to the “Discover Qatar” experience.

Caruso’s Strategic Alliances and Entertainment team created an integrated three-day consumer experience supported by a four-week out-of-home media campaign, attracting tens of thousands of Los Angeles residents to enjoy the “Discover Qatar Airways” pop-up event.

EVENT DETAILS:

Guests of all ages enjoyed a luxurious Qatar Airways experience from start to finish, including an award-winning business-class seat display, Arabic food tastings and musical entertainment from around the world.

Qatar Airways also used the campaign to highlight its diverse network of 152 destinations around the world. Arabic, African and Bollywood dance routines were among the highlights, and children enjoyed henna art, mosaic box crafting, a coloring wall and an Instagram-ready photo booth. That Friday evening, the airline hosted a VIP reception, featuring a live performance by Judith Hill, a standout contestant on NBC’s *The Voice*. On Saturday evening, guests enjoyed a screening of *Aladdin*, and on Sunday, guests watched the film *20 feet from Stardom*.

More than 1,350,000 media impressions were garnered and 5,000 registered, far exceeding the client’s objectives.

Caruso