

NEW CAMPAIGN AIRFRANCE /



Air France presents «L'envol» the film of its new international advertising campaign

Created for Air France by choreographer Angelin Preljocaj with the BETC Euro RSCG agency.

Filmed on a mirror reflecting only sky and dancers, Benjamin Millepied and his dancing partner Virginie Caussin deliver a poetic metaphor of flight to express Air France's brand promise: «Making the sky the best place on Earth.»



Worldwide release: Sunday, September 18, 2011

The film can be previewed on Air France's Facebook page beginning Wednesday, September 14, and on its new YouTube channel the following day.

For its new international advertising campaign, Air France called on French choreographer Angelin Preljocaj who has created an exceptional film, «L'envol», inspired by choreography drawn from his ballet «Le Parc.» In cooperation with the BETC Euro RSCG agency, Air France offers a new portrait of the French art of travel, packed with passion and emotion.

Filmed on a mirror reflecting only sky and dancers, Benjamin Millepied and dancing partner Virginie Caussin deliver a poetic metaphor of flight. The two dancers move confidently between heaven and sky, taking flight and surrendering fully to the pleasure of the journey.

The film embodies Air France's brand promise - *"Making the sky the best place on Earth"* - celebrating the positive values of French culture that differentiate the company: refinement, elegance and the art of quality living. The choice of the dance expresses the culture of excellence and rigor for which Air France is known, in a universal language with emotional appeal, used by the company in inviting all to be a part of the trip.

As noted by Angelin Preljocaj, «this film is a story of travel and of trust. They are the values expressed through the qualities of Air France, of confidence and peace of mind.»

«This film illustrates Air France's vision of the journey: to make the sky the best place on Earth. It symbolizes the relationship between Air France and its customers,» said François Brousse, Air France's communications vice-president.





No special effects

«L'envol» was filmed in the Moroccan desert near Ouarzazate, in a single sequence, without special effects, on a 4,300 square-foot mirror, in which only sky and dancers are reflected.

The choreography is accompanied by Mozart's Adagio from Piano Concerto No. 23, interpreted by "Les Siècles" symphony orchestra, accompanied by pianist Vanessa Wagner and directed by conductor François-Xavier Roth.

The film's photography is by Stéphane Fontaine, winner of two Césars (French film awards) for Jacques Audiard's films "De battre mon coeur s'est arrêté" and "Un prophète."

Film premieres on Facebook and YouTube

The film exists in three versions: 60, 45 and 30 seconds. The 60-second version will be broadcasted for the first time on Sunday, September 18 at 8:40 p.m. on TF1, Europe's leading TV channel, and then will be reserved for the cinema and the internet.

It will also be broadcasted in Europe, Asia, North America, South America and Africa.

It will be available for preview beginning Wednesday, September 14 on Air France's Facebook page (www.facebook.com/airfrance) and its corporate website (<http://corporate.airfrance.com>) and, beginning Thursday, September 15, on its YouTube channel (www.youtube.com/airfranceonair).

Three contemporary artists, one exceptional film

Angelin Preljocaj, born in 1957 in Sucy-en-Brie in France, is a French dancer and choreographer of contemporary dance. His choreographic work is suffused with the history of classical ballet but is, at the same time, fully contemporary. Having joined the repertoire of the Ballet de l'Opera National de Paris in the early 1990s, Angelin Preljocaj has directed the company Preljocaj since 1985, subsequently renamed Ballet Preljocaj after his arrival in Aix-en-Provence in 1996, where it is installed in the Pavillon Noir d'Aix-en-Provence that opened in 2006. He is considered among the world's leading choreographers, frequently combining formal, original research and collaborations with a numerous and diverse array of other contemporary artists without departing completely from the traditions of classical ballet.

Benjamin Millepied, born in 1977 in Bordeaux, is a French dancer and choreographer of contemporary dance. The son of a dance teacher, he spent his childhood in Bordeaux and Senegal. At age 13, he joined the Conservatoire national supérieur de Lyon. In 1992, he returned to the School of American Ballet in New York and two years later won his first role in the 2 & 3 Part Inventions by Jerome Robbins in the prestigious New York City Ballet. He worked for many years with Robbins and, in 2001, was appointed the institution's principal dancer. With the troupe, he dances the great ballets of George Balanchine and Jerome Robbins as well as more contemporary choreographies, including those of Angelin Preljocaj. While continuing to dance the leading roles, Benjamin Millepied, began a career as a choreographer in 2002. In 2004 he became artistic director of the Morriss Center Dance in Bridgehampton (New York). In 2009, he offered his first major choreography for its parent institution, the New York City Ballet, with the creation of Henryk Gorecki's *Quasi una Fantasia sur le Quatuor à Cordes*. He also choreographed the film *Black Swan*, starring Natalie Portman.

Virginie Caussin, born in 1984 in Namur (Belgium), is a Belgian contemporary dancer. She trained at the Centre de danse Osmose, directed by Graziella Gillebertus, former dancer with the Ballet du XXth siècle. In 1998, she joined the Graziella Gillebertus-created In Principaë Ballet company, with which Virginie has appeared in many performances in Belgium and internationally. In 2005, she joined the l'Académie Internationale de la Danse in Paris for multidisciplinary studies combining dance, song and comedy. In 2006, she participated in the French and Belgian tour of the Béjart Ballet Lausanne with *L'amour, la Danse* and *Zarathoustra, le Chant de la Danse*. She joined the Ballet Preljocaj in August 2006.

A brand campaign of seven themes

To complement the film, a brand campaign built around seven themes will be released for viewing through the press beginning October 1, 2011. Seven images created by photographer Karen Collins will highlight specific benefits provided by the company for: service, quality of sleep, space on board, food and the breadth of the Air France network.

Each video evokes the shape of an airplane and suggests that, with Air France, the moments in the air can be as comfortable as on the ground, as underlined by the company's brand promise, «Making the sky the best place on Earth,» and its commitment to offer quality service and a comfortable journey in all classes of service.



A campaign of 25 ads on offers and services

The campaign, launched in April 2011, also seeks to increase purchasing by underlining the accessibility of offers and services: affordable accessibility via the Internet and mobile services, and access to the network through flight schedules.

Produced by Iris de Mouy, the 25 ads that make up the campaign reveal an aircraft-shaped box with contents illustrating the principle of each offer: cupcakes promoting the irresistible prices, summer clothing for prices to sunny destinations and a variety of alarm clocks and watches for flight schedules, etc.



AIR FRANCE, with its three regional subsidiaries, Brit Air, City Jet and Regional, operates 1,500 daily flights in France, Europe and worldwide. Its fleet comprises 398 aircraft in operation. Since 2004, AIR FRANCE and KLM have formed one of the leading European air transport groups. In 2010-11, AIR FRANCE and KLM carried 71.3 million passengers. The two airlines currently offer their customers access to a network covering 254 destinations in 124 countries from their hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol. Their Flying Blue frequent flyer programme is leader in Europe and has over 19 million members. AIR FRANCE and KLM and their partners Delta and Alitalia operate the biggest trans-Atlantic joint-venture with more than 250 daily flights. AIR FRANCE and KLM are members of the SkyTeam alliance which has 15 member airlines, offering customers access to a global network of over 14,500 daily flights to 926 destinations in 169 countries.

BETC Euro RSCG, set up in 1994, is the leading French advertising agency. It has been Air France's advertising agency since 1998. The creator of global campaigns for famous brands such as Air France, Evian, Lacoste, Petit Bateau, Peugeot, Disneyland Paris and Aigle, BETC has produced three of the five most popular television commercials in France over the past 40 years, for Canal+, Evian and Mikado (Source: Libération, 2008). BETC is the second most prize-winning agency in the world and the commercial «The Closet» by Canal+ is the most prize-winning TV ad in the world (Source: Gunn Report, 2010).

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