

TRAVEL AND HOSPITALITY

Emirates' latest appointee, actress Penlope Cruz, fronts global effort

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With humor and a passion for exploration, Ms. Cruz, herself a frequent Emirates flier, is spotlighting the idea that the journey matters just as much as the destination. Image credit: Emirates

By EMILY IRIS DEGN

Dubai-based airline Emirates is tapping an Academy Award winner for the "Cruzing Onboard Emirates" campaign.

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The ad slot centrally featuring Spanish actor Penlope Cruz, known for her roles in blockbusters such as *Pirates of the Caribbean: On Stranger Tides* and *Murder on the Orient Express*, will officially air on television in June 2023. With humor and a passion for exploration, Ms. Cruz, herself a frequent Emirates flier, spotlights the campaign's main theme: "travel is not just about the end destination; it's also about how you get there."

Shooting stars

"Cruzing Onboard Emirates" comes together in a series of micro-videos.

Throughout visuals, Ms. Cruz is shown enjoying luxury offerings onboard Emirates' "A380" aircraft, reserved exclusively for business class and first-class travelers. The bilingual speaker uses English and Spanish with the staff, praising the sponsored voyage, her destination left unknown.

"Emirates is all about Flying Better, where the journey to your destination matters as much as the place itself," said Richard Billington, senior vice president of brand and advertising at Emirates, in a statement.

Introducing our new brand ambassador, Penlope Cruz!

The Academy Award-winning actress has been a frequent flyer with Emirates for many years. Now, she's taking that passion to new heights as the star of our latest ad campaign.

pic.twitter.com/kRkwar36uc

Emirates (@emirates) **May 25, 2023**

"We take care of every detail in the Emirates experience and wanted a brand ambassador who reflects the Emirates

brand," Mr. Billington said. "It needed to be someone classy, stylish and having modern global appeal.

"Penelope was the perfect fit."

Ms. Cruz has long been favored by luxury brands across categories. French fashion house Chanel recently included the star in a "J12" watch campaign ([see story](#)), wherein Ms. Cruz sported luxe timepieces and, as is the case in this Emirates spot, conversed in two languages.

Ms. Cruz gives viewers a tour of Emirates' in-flight shower space

In her newest role, the ambassador takes to the sky to indulge in amenities including caviar, comfortable pajamas and shower in the sky, taking in sunlit clouds and specialty cocktails.

During one video, a soccer game is broadcast on personal televisions accented by cheering passengers, including Ms. Cruz as a slew of movies and digital content is shown across entertainment systems. According to Emirates, the 32-inch HD LCD screen is the largest of its kind among airlines.

Aside from tech-forward features and the perks that multilingual staff members bring, comfort is prioritized.



The luxuries of flying are explored in the visuals, reminiscent of the midcentury airline experience. Image credit: Emirates

At one point, Ms. Cruz is depicted commanding the personal temperature controls within her first-class private suite, donning her Emirates pajamas before tucking herself into her luxury bed in the sky.

The ad series, directed by Oscar-winning director Robert Stromberg and supported by the famed Ridley Scott Associates production house, will air around the world, also reaching Emirates digital channels. Other activations related to the campaign will be announced over the year.

About the journey

Ms. Cruz's feature puts her at the heart of Emirates' signature philosophy.

Having long-placed values of the journey front and center in public-facing narratives, the luxury airline works to set itself apart by innovating in terms of onboard comfort, dispelling the idea that a plane is just for travel.

Supporting the idea that aviation is about an experience rather than a mode of transport, the airline's culinary offerings were recently bolstered, with vegan options and new luxury Champagnes onboarded ([see story](#)).

Now, Ms. Cruz steps in to push the airline's reputation further into the future.

Eyeing aspirational luxury travelers, Emirates has made a new class aboard flights

The airline is leaning in, and has created a new product for aspirational spenders: the Premium Economy Class.

As affluent young spenders begin to build wealth, the offering could serve as their first luxury airline touchpoint. The move has the potential to build loyalty within the burgeoning demographic, a population driving luxury travel at large ([see story](#)).