

TRAVEL AND HOSPITALITY

# Digital experiences define new holiday campaign from Swiss Air

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Switzerland's national airline is launching "LXmas With You," a holiday initiative with several digital twists. Image credit: Swiss Air

By ZACH JAMES

Swiss Air is ringing in the holidays with a marketing revamp.

The company's "LXmas #WithYou" campaign is back just in time for the festive season, this year featuring a wide range of in-person and online activations. Building upon former iterations, Swiss Air is enhancing the annual effort with digital touches, adding the hashtag "#WithYou" to the advertising initiative's title while sponsoring a set of social media contests, augmented reality experiences and more in 2023.

## Landing "LXmas #WithYou"

Throughout the month of December, Swiss Air will launch a series of advent-themed occurrences almost daily. Formats vary, with touchpoints coming to a close on Christmas Eve.

A few campaign elements are recycled, recalling traditions from past cycles: in a nod to gift delivery, the airline's Airbus A340-300 and Airbus A320-200 models have been outfitted with "red noses" once more.

Santa Claus and his elves also make appearances again this year, boarding respective short flights on Dec. 2 and 12 this month. Otherwise, campaign programming begins to branch out from those pushed live in and before 2022.



The campaign features Santa Claus and red-nosed aircraft. Image credit: Swiss Air

Offline, a couple of the “LX#WithYou” events take place in Zurich, opening a Christmas Village and Market at the start of December near the city’s Bellevue Square.

Additionally, the travel brand is hosting a special evening outing at home on Dec. 20. Participants can look forward to a dinner service set up underneath the wings of an airplane, enjoying an “unforgettable experience in the Zurich Airport hangar.”

Flyers can enter for a chance to win this prize by engaging with Swiss Air’s social media raffle, representative of yet another new offer. Besides following [@flyswiss](#) on Instagram and liking the company’s pinned raffle post, individual users are prompted to detail who their #WithYou is in the comments to enroll in the competition.

*Swiss Air presents “LXmas 2023”*

This marks one of the Swiss Air campaign’s many attempts to embrace digital channels at year’s end.

Mid month, the company is facilitating a virtual reality experience that gives guests a taste of its Senses First Suite, allowing interested parties to preview its first-class offer using VR goggles and tablets.

On TikTok and Instagram in particular, four distinct Christmas worlds imparted via immersive social media filters await users, while a group of more conventional video assets posted to Swiss Air’s profiles entitled “LXmas With Your Family,” “LXmas With Your Partner,” “LXmas With Your Santa Claus” and “LXmas With Our Customers” help drive home campaign themes.

*Swiss Air presents “LXMas With Your Partner”*

“We’re really looking forward to celebrating this Christmas with our guests well beyond Switzerland’s borders,” said Stefan Vasic, head of marketing for Swiss Air, in a statement.

### **Festive cheer**

Various luxury travel brands are taking different routes as Swiss Air goes all out for its holiday-themed festivities.

Marriott’s St. Regis Hotels and Resorts debuted its “House of Celebration” campaign in late November ([see story](#)). LVMH-owned German luggage brand Rimowa opted to highlight its collections aimed at those on the go through animation ([see story](#)).

While much of Swiss Air’s storytelling exists offline this year, modern digital introductions seem to strike a balance between both realms as the company operates within a market of increasingly connected affluent consumers.

Embarking on a magical mission today with the LX Santa and the charming LXAirDeer crew Our passengers on the flight to/from Palma de Mallorca were in for a sweet treat: delightful Chocolate Santa Clauses by Aeschbach Chocolatier. [#LXmasWithYou #LXAirDeer #flyswiss pic.twitter.com/mirFaZL5gq](#)

Swiss Intl Air Lines (@FlySWISS) [December 6, 2023](#)

“Through LXmas With You’ we don’t just aim to spread the festive spirit: we want to mark this special time of the year when we all come together and truly appreciate one another,” said Mr. Vasic, in a statement.

“Christmas is always best when it’s shared, we feel, and when we can experience all the magic of Advent together.”