



AIR NEW ZEALAND URGES FANS INTO THE WOODS TO OUT-DO TAYLOR SWIFT LYRICS

News / Airlines



In time with the release of Taylor Swift's most recent video, *Out Of the Woods*, filmed in New Zealand, Air New Zealand has challenged its fans to write new lyrics for the song—with a safety theme.

"We have a blank space we need you to fill, as we've got a special Safety Mission for you," the airline states on its US-Facebook page.

"In honor of T-Swift's new NZ-filmed music video, we're keen to get your lyrical talent out of the woods too. The challenge: Taylor Swift's lyrics are good, but we reckon we could do them...well, safer. Comment with your best T-Swift Safety lyrics below and you and a friend could be jet setting your way to New Zealand AND see Taylor Swift in 2016 back in the States. Best lyrics get the tickets!"

The airline has set aside a special hashtag for the contest #OOTWSafety, but it's not yet clear whether Taylor Swift is officially onboard for the campaign. We have reached out to Air New Zealand for more information.

In a separate Facebook post, on its New Zealand Facebook Page, Air New Zealand leaves the question open, stating: "No bad blood here, T-Swift, our safety video offer is still open. And, in honour of your NZ-filmed music video, we're keen to get some lyrical Kiwis out of the woods too."

This wording would hint at an impromptu campaign. The airline has been clever about well-timed guerrilla marketing campaigns. It recently gave a complementary frequent flyer account membership to the CEO of its rival, Qantas, during his visit to Auckland to announce new service in collaboration with American Airlines.

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