



FIVE TALKING POINTS FROM THE WEEK IN UAE BUSINESS

News / Airlines, Personalities



Emirates makes its point

The world had its first look at the new Emirates advert featuring Friends star Jennifer Aniston this week. The majority of feedback we've received has been positive, as the Dubai carrier's ad notched up nearly a million YouTube views in its first day and is now approaching 1.5 million - reaching people being its primary objection.

And, as well as informing everyone on how brilliant its product is, also took a hefty jab at the American airlines in which it is involved in a spat with over the Open Skies policy and allegations of subsidies which the Gulf airlines deny.

But while Emirates has put itself at the forefront of our minds, it has indicated that it won't be making headline announcements at the Dubai Air Show next month - not involving plane orders anyway. President Tim Clark said Emirates is still studying the Airbus A350 and rival 787 from Boeing and won't make a decision on a potential order before next year, while discussions are ongoing regarding a new version of the A380.

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