



LUFTHANSA 'PODS' AT FRANKFURT AND MUNICH AIRPORTS LET PARENTS RECORD BEDTIME STORY FOR THEIR KIDS

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Stories are an important part of childhood. Not only do children learn language or lessons about how the world works, but storytelling also forms a strong bond between parents and their kids. Reading rituals are important, but working parents who travel a lot have to miss out sometimes. What if they could tell bedtime stories even though they have to catch a plane?

That's the premise behind Lufthansa's latest marketing campaign – called Bedtime Stories. The airline has installed a mobile recording studio – in the shape of a moon – at a departure gate at **Frankfurt Airport**, which invites parents to record their favorite bedtime story as an audio book in their own voice, and then send it their kids at home via email or text message. Children then click on the link and gets redirected to the microsite where they can download or listen directly. A second recording pod will be installed at **Munich Airport** as well.

If time at the gate is too short to read a whole book, there are pre-recorded audiobooks to choose from, narrated by well-known German voices, such as actor Axel Prahl. Moms and dads can add a personal good-night-wish and a photo of themselves to the story. **Lufthansa** has worked with several publishing companies to offer a large selection of popular children's books to choose from.

The Bedtime Stories 'studios' can be found at the airports of Frankfurt and Munich from mid October through the end of the year and will be supported with traditional advertisements via social media (hashtag #LufthansaStories) and the Lufthansa's magazines.

“Travelling is always an emotional experience: Farewell and greeting, a change of place and culture, wanderlust and homesickness,” says Alexander Schlaubitz, Head of Marketing at Lufthansa. “We want to make every passenger feel as though they are in good hands.”

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