

# 60 SECOND CITIES: KOREAN AIR X R29

## KOREAN AIR CHALLENGE & OBJECTIVE

- Build Consideration, esteem and advocacy for Korean Air as a premiere Airline
- Align with a brand to promote their global re-branding
- Highlight new flight routes

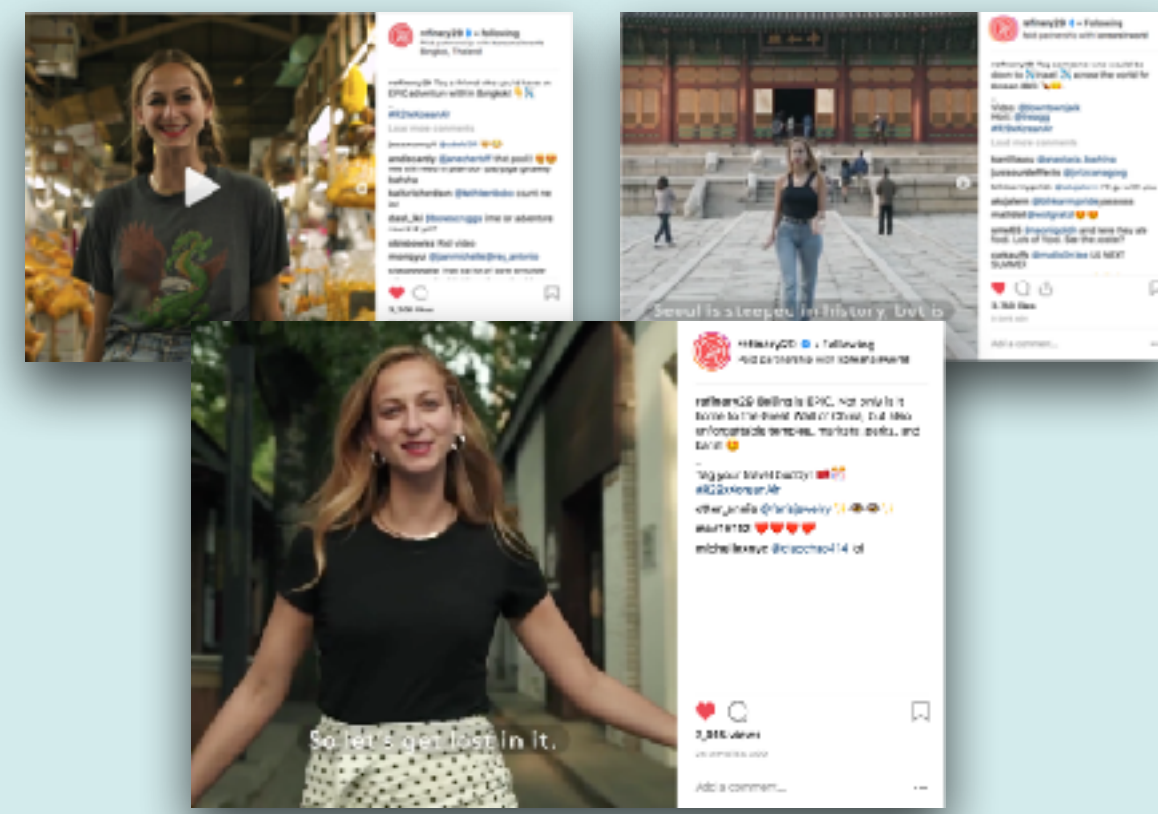
## OUR SOLUTIONS

Highlight 3x key cities from KA's new flight routes: Seoul, Bangkok & Beijing.

- Leveraging R29's successful 60 Second Cities franchise to shed light on these three travel destinations. Our host, Annie Georgia Greenberg touched on everything from food, to site-seeing and shopping.
- R29 utilized custom editorial, social platforms and dedicated emails to drive to the content onsite and to build massive brand awareness.
  - 3x Custom Videos: 60 Second Cities
  - 3x Custom Video Companion Articles: 60 Second Cities
  - 3x Custom Destination Features
  - 3x FB & IG Posts of Custom Videos
  - 3x Dedicated Emails
  - Custom High Impact Media
  - Media Banners

## CAMPAIGN STATUS

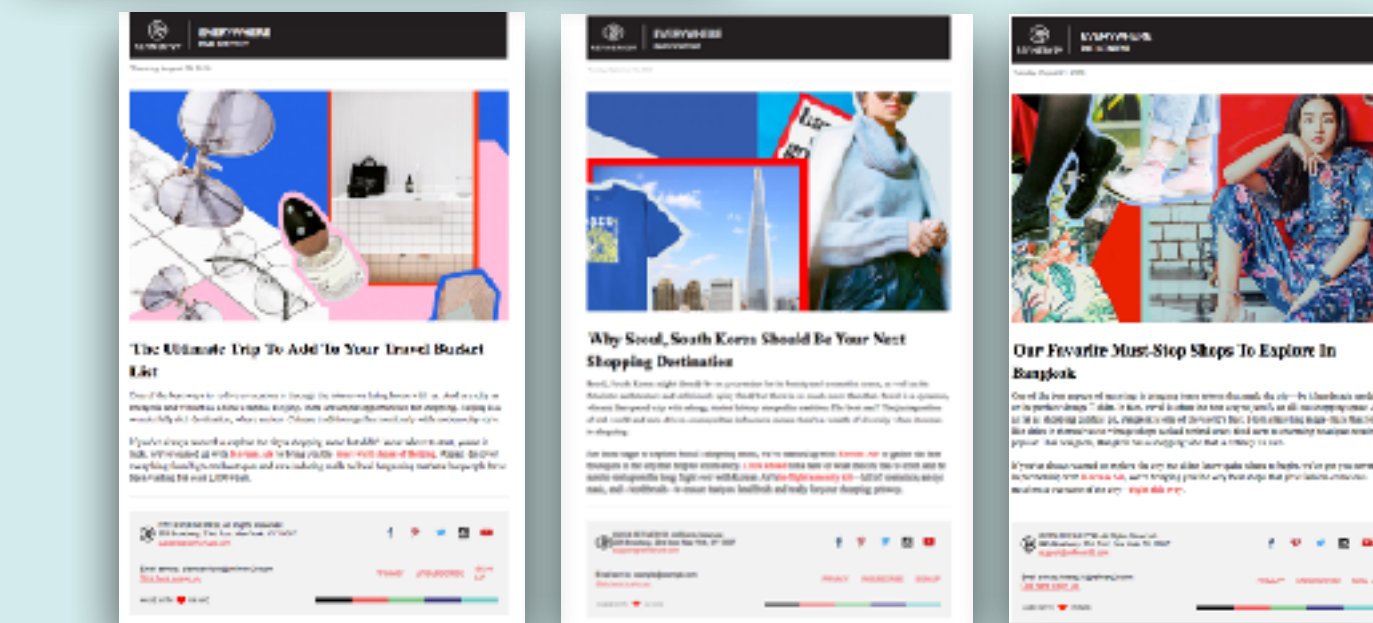
- Videos received **2MM+ views** (across platforms)
- The campaign delivered in full with **24MM+ total impressions/reach**



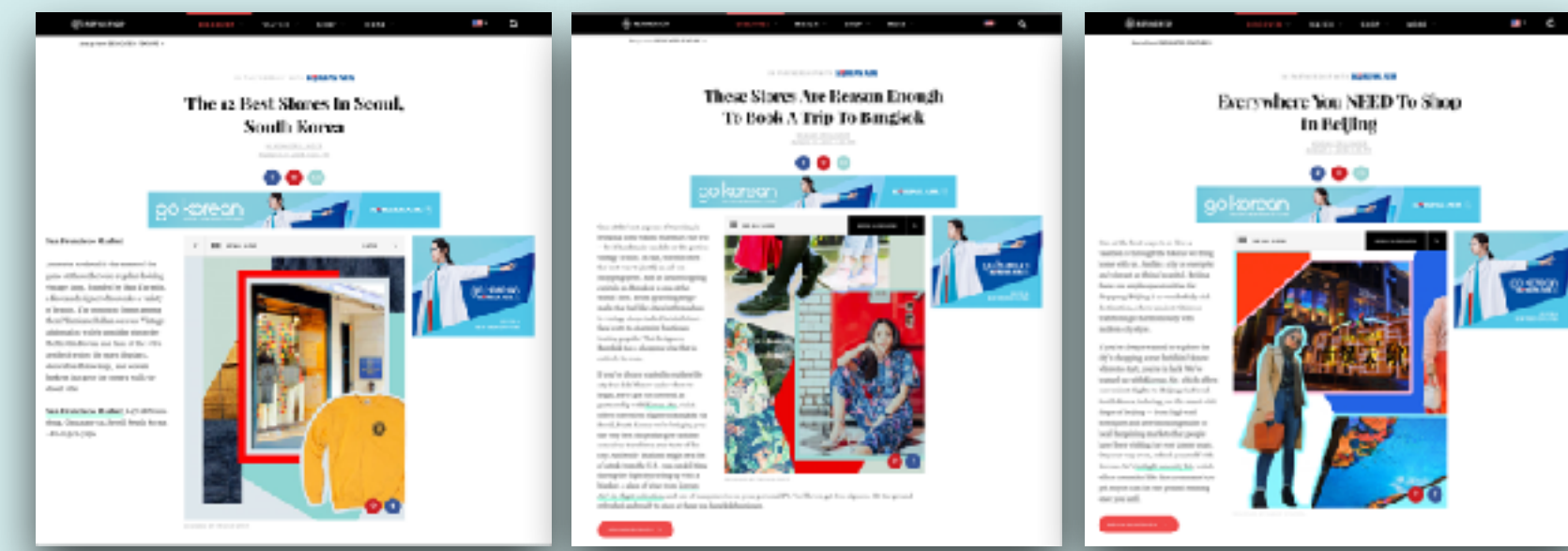
INSTAGRAM VIDEO POSTS  
**3.2MM+ IMPRESSIONS + 400K+ VIDEO VIEWS + 7.6K+ ENGAGEMENTS**



3X HOMEPAGE TAKEOVERS  
**1.1MM+ IMPRESSIONS**

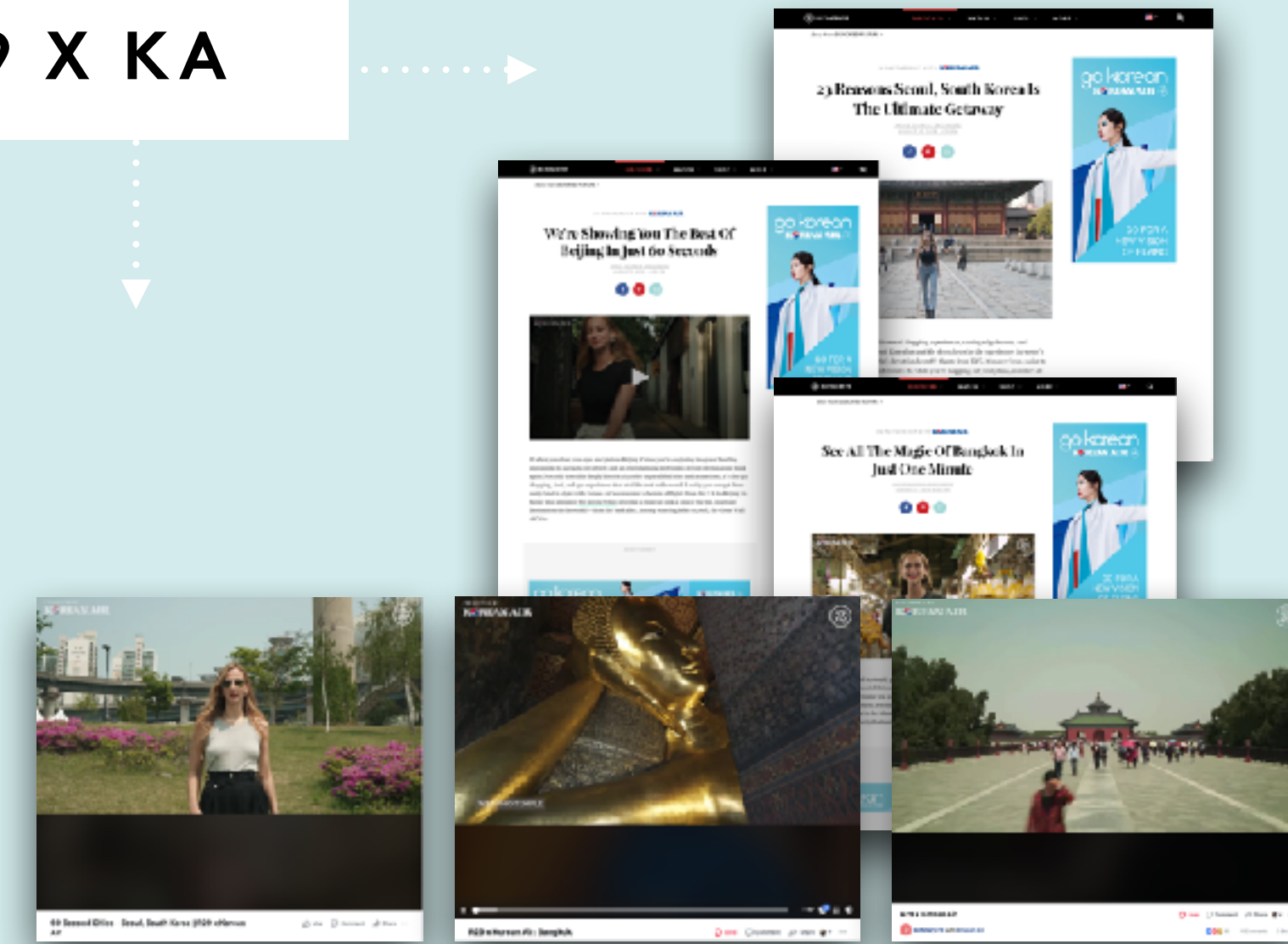


DEDICATED EMAILS:  
**6.2% OPEN RATE, CLICK TO OPEN RATE: 2.7%**



CUSTOM DESTINATION FEATURES:  
**2.2MM+ IMPRESSIONS**

**R29 X KA**



DESTINATION VIDEOS (R29.COM + FB)  
**7.9MM+ IMPRESSIONS, 1.6MM+ TOTAL VIEWS**