



## Transavia takes ownership of the airplane celebration in football video games.

For Transavia (budget airline brand member of the Air France KLM Group), there's always a good reason to travel behind each journey - visiting a friend, going to see grandma in Portugal, or seeing a crucial match of your favorite football team.

Transavia decided to give a treat to football fans by offering them the chance to win tickets to see their favorite team play at home. How? **With the support from the Paris-based agency Marcel, they created a challenge called #AirplaneCelebration, which was aimed at video gamers. The challenge allowed gamers to perform a virtual airplane celebration after scoring a goal, which would take them to the city of their favorite team.**

To enter the contest, gamers were required to celebrate their goals in their favorite video game with an airplane celebration, take a screenshot, and share the image on Twitter. The only requirement was that the destination was served by Transavia, which offers over 120 destinations in France, Europe, and the Mediterranean basin.

The challenge was launched on Twitch on February 20<sup>th</sup> with the two streaming duos Zack Nani & Yassencore and Bruce & Brak.

All Transavia destinations [here](#)



**TRANSAVIA**

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**ABOUT TRANSAVIA**

Transavia, the low-cost airline of the Air France-KLM Group, operates more than 200 air routes with departures from France (Paris, Nantes, Lyon and Montpellier), the Netherlands (Amsterdam, Rotterdam/The Hague and Eindhoven) and Belgium (Brussels) to Europe and the Mediterranean basin. In 2021, Transavia France has returned to near pre-Covid capacity with a load factor of 80%. Transavia France is today the first low-cost airline at Orly and the second in Paris (Beauvais, CDG, Orly). With more than 2,100 employees in France, Transavia has at the center of its commitments the quality of its services, the proximity of its crews and innovation. This stance has led it to being awarded regularly. For the third time, Transavia France was elected by 'Customer Service of the Year 2023' in the Collective Passenger Transport (ESCDA) category and obtained, for the sixth consecutive year, the Capital label 'Best Insignia' in the Transport category, awarded by Capital magazine. The company also received the Qualiweb 2019 trophy for the quality of its online service in the Tourism and Transport category. Finally, Skyscanner has awarded the air carrier the 'Traveller Trust Award' for best experiences in bookings.

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**ABOUT MARCEL**

Marcel is one of Publicis Groupe's most awarded creative agencies in the world. Since 2011, it has been home to an ever-growing number of advertisers who want to shake up the lines of their category and refuse the statu quo. Its ability to put creativity in all its forms at the service of clients' business transformation has given the agency its motto: Make Things That Change Things.

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