



New animation guides travellers through domestic travel revolution

Sydney, 20 July 2010: Qantas today launches a state-of-the-art computer generated animation developed by STW Group's Ogilvy & Mather Sydney, in the first stage of Qantas' Next Generation Check-in innovation.

Developed to help educate and guide customers through the new check-in system, the animated demonstration has been launched in advance of Next Generation Check-in trialing in Perth later this month.

Hosted on www.qantas.com.au/nextgenerationcheckin it will also be used to help educate travellers when Next Generation Check-in launches in Sydney later this year, and to promote the new technology coming to other airports in 2011.

The online demonstration developed by Ogilvy Sydney will be used to provide information about the new check-in system to Qantas customers and as a training tool for staff as the service is rolled out across the country.

Featuring "host" David Whitehall and Qantas customer service agents, the new animated demonstration guides the user through the Next Generation Check-in experience, stopping at each new technology along the way to explain its functionality and how to use it. Qantas customer service agents then deliver more detailed information to the user if they wish to find out more.

Ogilvy & Mather Sydney's Managing Director, Mike Daniels said: "Next Generation Check-in is a highly innovative and exciting concept, and the online demonstration plays an important role in the success of its launch and in delivering a positive customer experience."

"Given that the technology is new to Qantas terminals, we needed to find an engaging format to educate customers before it launches which is why we opted for computer generated animation in the place of real-life film footage. We're proud to have delivered a product that reflects the forward thinking nature of this project," he continued.

Credits:

Creative Director:	Chris James
Art Director:	Kevin Phillips
Copywriter:	Steve Street
Producer:	Glen Streten
Director:	Gary Cunliffe
Project Management:	Matt Dray
Account service:	Rachael Butler, Merran Morton
Production:	Plump Films

Ogilvy & Mather Sydney is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

For more information contact:

Rebecca Tilly
STW Group
Ph: 0410 501 043