JENNIFER ANISTON IS STAR OF EMIRATES' LATEST PRODUCT CAMPAIGN

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Emirates has unveiled its highly anticipated television commercial (TVC) featuring Hollywood actress, director and producer **Jennifer Aniston.**

This marks the first time Emirates has collaborated with the international star in a global digital and TV campaign.

The Golden Globe and Emmy award-winning actress showcases her impeccable comedic timing

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in the global airline's light-hearted TVC. The ad opens with Aniston looking frantically for the onboard shower and lounge but being mocked and ridiculed by the cabin crew. It turns out to be a nightmare as she wakes up to reality in her own Private Suite in the Emirates First Class cabin before getting acquainted with the airline's iconic A380 Shower Spa and Onboard Lounge.

Boutros Boutros, Emirates' divisional senior vice president, corporate communications, marketing & brand said: "Jennifer Aniston's appeal and effortless connection with a global audience makes her the perfect choice for our campaign. As one of the busiest women in Hollywood, Aniston, like many of our customers, enjoys downtime only when she is travelling. At Emirates, we ensure the experience is an exceptional one.

"In a departure from the usual airline industry ads, we chose to take a humorous approach to showcase the amazing products we offer on board. We couldn't think of anyone better suited for the role than Jennifer Aniston and we wrote the script with her in mind. Her professionalism and comedic talent shone on the set and we are very pleased with the outcome," he added.

The TVC was directed by industry veteran and Oscar-nominee Bryan Buckley, who is acclaimed for his numerous Super Bowl ads. RKCR/Y&R London developed the concept while the script was a collaboration between the agency, Buckley and Emirates' in-house advertising team.

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