

Buzz brings branded kids' experiences onboard through global partnerships

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International* on [page 86](#).



Janet Gibson, Chief Commercial Officer, Buzz

Traveling with kids brings excitement and anticipation. At [Buzz](#), the focus is understanding what engages kids by looking at the world from their perspective.

PAX International caught up with Janet Gibson, Chief Commercial Officer at Buzz, to learn how the company develops children's programs—whether through partnerships with recognized brands that spark instant excitement or bespoke concepts created exclusively for airline partners.

Licensed brands: Instant magic

Partnerships with leading kids' brands creates instant "wow" moments through the unexpected delight of seeing recognized and beloved characters inflight, Gibson explains. But successful licensed programs go beyond logos or characters by bringing the stories and spirit of the brand to life, transforming the journey into an immersive experience.

"Some of Buzz's longest-standing brand partnerships are in the kids' sector, including more than 12 years partnering with [Disney](#), with many more exciting first-to-market brands coming soon," she says.

A current branded program is [Saudia's](#) award-winning kits with [Illumination's](#) Minions, the first to feature the popular characters inflight following the global success of the movie franchise. With playful engagement and thoughtful design, the kits feature buildable characters and games, and reusable items such as backpacks, pencil tins, keyrings and charging cables, all designed with post-flight reusability in mind.



Saudia Minions Kids Kit by BUZZ

Create your own fun

Custom brands offer the opportunity to turn young passengers into lifelong brand ambassadors, says Gibson.

“Custom brand programs open up a world of possibilities,” she explains. “Characters can change environments, aesthetics or geography. Our design team loves reimagining and evolving beloved characters and taking them on new adventures.”

[Qatar Airways’ Oryx Kids Club](#) exemplifies this approach; a bespoke program refreshed annually for more than six years. The characters have traveled the globe, from Qatar’s World Cup to underwater adventures and a digital transformation in the metaverse.

Bespoke programs also allow flexibility beyond the cabin, offering marketing activations, digital or IFE integration, creating a cohesive journey, Gibson adds.



At Buzz, designing for kids means seeing the world through their eyes, using research, toy trends and focus groups to spark inspiration

Inspired and innovative design for kids

At Buzz, designing for kids starts with seeing the world through their eyes. Alongside research and toy trend insights, the team regularly hosts focus groups with children of all ages to discover what sparks their imagination.

“As children’s brands and products evolve, Buzz continues to invest in innovation, trend intelligence and brand partnerships, leading the way at turning insight into experiences that delight kids,” says Gibson.

At WTCE 2026, the Buzz PLAYLAB will unveil the latest concepts and programs for kids.