
Oman Air flies new children's kits by Milk Jnr's & Kidworks

By **Rachel Debling** on April, 10 2019 | Amenities & Comfort



The long-haul children's kit created for Oman Air by Milk Jnr's & Kidworks

[Milk Jnr's & Kidworks](#) has launched a new onboard children's kit for [Oman Air](#) that is being rolled out across its fleet of 51 aircraft

The agency was tasked with designing an amenity kit that would both keep young travelers engaged in flight and in turn enhance the flying experiences of their fellow passengers, according to a press release from Milk Jnr's & Kidworks.

One version has been created for short-haul flights with a pencil case, activity book, pencil crayons and a sharpener, and another for long-haul, which has all of the contents of the short-haul version but with a drawstring bag instead of a pencil case as well as stickers.

The agency created three characters for the packs: Sinbad and Farah are young Omanis who share a love of travel while Saif is a turtle, and their purpose is to teach young travelers about Oman's culture.

Aimee Johnstone, Brand Strategy Director at Milk Jnr's & Kidworks, said in a statement: "By introducing characters that are representative of Oman, we want to educate, engage and entertain travelers into a new culture. Making connections between culture and the packs gives a sense of cohesion with the airline which will ultimately help to build brand awareness.

"All of the pack items have been carefully considered for the relevant age ranges (0-2 to aged 10) and

based on our expertise in providing the right solutions for short- and long-haul flights.”

Ernel Eugenio, product development Guest Experience & Branding at Oman Air, added: “We are very happy about these new packs as the creative content builds excitement within our young travelers by encouraging them to learn about Oman whilst also enhancing their in-flight experience and driving an affinity amongst the family market with our brand.”

Oman Air operates a network of over 50 destinations in 30 countries out of its primary hub at Muscat.