

Korean Air partners with YG Entertainment



Kenneth Chang, Korean Air Executive Vice President and Chief Marketing Officer, and Hwang Bo Kyung, Co-CEO of YG Entertainment, at the signing ceremony

[Korean Air](#) announces it has partnered with [YG Entertainment](#) (YG) to promote Korean culture globally. Korean Air Executive Vice President and Chief Marketing Officer (CMO) Kenneth Chang and YG Co-CEO Hwang Bo Kyung participated in the signing ceremony on March 15 at the Korean Air headquarters.

The agreement will be a stepstone in further promoting K-culture and its brand value by leveraging Korean Air's extensive global network and YG's role as a pioneer in K-pop culture.

In a March 15 press release, the airline's CMO, Kenneth Chang, "Although the aviation and entertainment sectors have different characteristics, we expect Korean Air's solid global network and YG's insight in K-pop content to be leveraged to create synergy."

As a first step, Korean Air is to become the official airline sponsor of YG artist Blackpink's world tour and will provide discounted plane tickets and waive additional baggage fees for artists and staff part of the tour until August this year. YG will provide concert tickets, signed CDs and posters for Korean Air's SKYPASS members. Korean Air passengers will also be able to enjoy a special welcome message by Blackpink on board.

Korean Air and YG will continue to seek innovative methods to collaborate and create synergy by utilizing the two companies' strengths.

Korean Air is actively promoting Korean culture by expanding its inflight entertainment choices to include more Korean dramas, entertainment shows and K-pop. The airline has also recently introduced new traditional Korean meal options from braised mackerel, spicy pork wraps and acorn

jelly to Korean-style vegan options.