

# Emirates announces new brand ambassador, Penelope Cruz



Penelope Cruz, Emirates, brand ambassador

[Emirates](#) has announced its exciting partnership with Academy Award-winning actor and philanthropist Penelope Cruz.

The renowned star, who has been a frequent flyer with Emirates for years and has made multiple visits to Dubai, will be featured in the airline's upcoming ad campaign that is launching mid-summer 2023.

In exclusive behind-the-scenes footage captured aboard Emirates' iconic A380 aircraft, Cruz expressed her enthusiasm for the brand and her deep connection with it. "I'm thrilled to partner with Emirates after years of travelling with them on some of the most special trips in my life," said Cruz in a May 25 press release.

The new TV spots, set to debut globally in June 2023, will be available in both English and Cruz's native Spanish. With a captivating theme that emphasizes the importance of the journey itself, not just the destination, the short ads showcase Cruz's indulgence in the exclusive luxuries experienced by Emirates' First and Business Class customers. From savouring crafted beverages in the A380 Onboard Lounge to enjoying a luxurious shower above the clouds, cheering for live football matches, and relishing generous portions of caviar, Cruz's experiences epitomize the "Fly Better" philosophy.

She is also seen enjoying the spacious seats of Emirates' new Premium Economy Class and engaging

with Emirates Cabin Crew in multiple languages. The ads also highlight the airline's award-winning ice inflight entertainment system, featuring a massive 32-inch full HD LCD screen — the largest in the aviation industry.

Viewers also catch a glimpse of Cruz utilizing the personal temperature controls in her private First Class Suite, admiring the breathtaking views through bespoke binoculars, and settling in for a siesta in her lie-flat bed adorned with luxury amenities.

Renowned Hollywood director Robert Stromberg has directed each of the new TV spots, collaborating closely with the Emirates brand team. With his impressive track record of 21 award wins and 30 nominations for movies, TV series, and commercials, Stromberg aimed to capture the sophisticated luxury and playful humour of the Fly Better experience. The esteemed production house Ridley Scott Associates and the renowned special effects creative studio Framestore also contributed to the creation of these TV spots.

“Emirates is all about Flying Better, where the journey to your destination matters as much as the place itself,” said Richard Billington, Emirates' Senior Vice President of Brand and Advertising, in the same release. “We take care of every detail in the Emirates experience and wanted a brand ambassador who reflects the Emirates brand — it needed to be someone classy, stylish, and having modern global appeal. Penelope was the perfect fit.”

Following the footsteps of globally successful ads like “Burj Girl,” “Jennifer Aniston Onboard Emirates,” and “Gerry the Goose,” Penelope Cruz's collaboration with Emirates will be featured on TV news channels worldwide and on Emirates' digital platforms. Additional joint activities between Cruz and Emirates are expected to be announced in the coming year.