
Air Canada launches Travel like a Canadian campaign

By **Jane Hobson** on October, 8 2019 | Airline & Terminal News



Canadian actress Sandra Oh stars in the campaign launch video

[Air Canada](#) has announced a new campaign called “Travel Like a Canadian” to celebrate the perception of “friendly, polite, funny” travelers from the country.

Canadian travelers are recognized as some of the most accepted and loved in the world, says the October 7 release from Air Canada.

The campaign is backed by a creative tailored to resonate across international markets and takes a playful look at how Canadians interact with cultures abroad while celebrating some of the country’s unique values.

According to the release, “while not everyone is Canadian, Air Canada is encouraging everyone to travel like one.”

Air Canada is also teaming up with Canadian celebrities, such as Sandra Oh, to help spread the campaign message. The [campaign launch video](#), starring the *Grey’s Anatomy* actress, is a tribute to those values and the story the airline is telling about Canada.

“We’re excited to have created a platform for Canadians to tell the world about the values that make our country great,” said Andy Shibata, Managing Director of Brand at Air Canada. “The Travel Like a Canadian campaign is an opportunity to share how Canadian values like multiculturalism, openness, 1

compassion and equality make us some of the best travelers in the world.”

In international markets, the ad is one piece of a larger campaign positioning Air Canada as the alternative of choice to domestic airlines, and forms part of a wider strategy to attract travelers to the airline’s growing global network of nearly 220 airports on six continents.

The airline also aims to showcase the benefits of Sixth Freedom travel – which is the “so-called” right to transport customers between two other countries via home airports – facilitated by its expansive network, and to encourage international customers to use its Toronto, Montreal and Vancouver hubs when flying abroad.