
ANA safety video receives major award

By **Jane Hobson** on March, 20 2020 | Airline & Terminal News



[All Nippon Airways](#) (ANA) has announced that it was awarded the Grand Prix at the Cool Japan Matching Award 2019 for its [Kabuki-themed inflight safety video](#) alongside creative partner [Shochiku Co., Ltd.](#) The awards are organized by the Cool Japan Public-Private Partnership Platform and are designed to promote initiatives that celebrate Japanese culture in unique, exciting ways while strengthening ties between Japan and the rest of the world.

“ANA prioritizes passenger safety and sought to present safety information in an engaging manner that also provides unique insight into Japanese culture,” said Hideko Kunugi, Executive Vice President of ANA. “We are honored that the inflight safety video we produced with Shochiku received the Grand Prix. We hope that the extra attention will encourage more people to learn about traditional Japanese performing arts and culture, and for customers to rediscover the greatness of Kabuki.”

The inflight safety video features subtitles in 17 languages and debuted on domestic flights in December 2018 and on international flights since January 2019. The video provides inflight safety guidance while incorporating elements from Kabuki theater – a traditional form of Japanese theater with deep roots dating back to the Edo Period. Kabuki theater was added to the [UNESCO Intangible Cultural Heritage](#) list in 2008.

The goal of the Cool Japan Award is to promote the [Cool Japan Strategy](#), building interest abroad by drawing attention to unique aspects of Japanese culture. ANA has a long history of promoting travel to Japan through its ‘[IS JAPAN COOL?](#)’ campaign, as well as the [Taste of JAPAN](#) by ANA campaign which introduces local cuisine to a wider audience.

With Inspiration of Japan as the core concept of its brand, ANA is committed to combining the Japanese hospitality with the spirit of modern Japan, and will continue seeking out new ways to appeal to passengers, including those traveling from abroad.