

Turkish Airlines releases Super Bowl LVI commercial featuring Morgan Freeman

[Turkish Airlines](#) shared with *PAX International* today the ad that will be featured during the first half of Super Bowl LVI on February 13, 2022, in the second quarter. Featuring actor Morgan Freeman, the ad entitled *Pangea*, celebrates the airline's power to bring people together. Turkish connects 334 destinations across 128 countries on five continents, connecting more countries than any other airline in the world.

Centered around the concept of Pangea – which millions of years ago was the world as a single and connected supercontinent – Freeman narrates a message about reuniting and reconnecting people and their worlds.

"And today there is still a force connecting those divided by distance," narrates Freeman in his iconic voice as computer generated continents move closer with a Turkish aircraft seemingly pulling them together.

The concept pays homage to the airline's extensive routes "as the world prepares for a bright and promising future," reads the February 10 press release. "While today Pangea no longer exists, Turkish Airlines is proud of reconnecting people with their loved ones and fostering this sense of reconnection as the global airline bringing more people and countries together."

The campaign shares the message, "We are all connected," and the airline's goal to "make far feel close" and "bring there to here."

Production on the campaign began in September 2021 and was shot on location in New York and Istanbul, where the new Istanbul Airport serves as a major hub for the airline connecting Europe, Asia and Africa.

"After months of creative ideation and production, we're glad to share our Pangea campaign that features Morgan Freeman with the world during the most watched sporting event on the global calendar," said Turkish Airlines Chairman of the Board and the Executive Committee Dr. Ahmet Bolat. "Travelers are increasingly hopeful and enthusiastic to safely explore new destinations or reunite with loved ones, and as a leading global airline, we hope to spark inspiration and instill confidence as we strive to reconnect the world."

This is the brand's sixth ad that will be featured at the Super Bowl. *Pangea* will air in 136 countries and follows a number of commercials from Turkish that aired at previous Super Bowls. Freeman was featured in the airline's 2017 Super Bowl campaign.