

NABA Contest

Etihad Airways



NABA & ETIHAD PROJECT

- ✓ Contest among fashion and graphic design students for the production of a special branded tote bag to be distributed to Etihad top Trade partners to celebrate Etihad's 10th Anniversary in Italy.
- ✓ The contest will be launched on July 5th during the fashion show and ends on 25 July. 1 FOC ticket will be offered to the student presenting the best project (if students working in a team maximum 2 tickets will be offered).
- ✓ The jury will be composed by 4 Etihad Marketing and Sales staff
- ✓ The contest will also be launched on Naba's website and open to all fashion and graphic students.
- ✓ EY will have all intellectual property rights on the winning project.
- ✓ Brief claim will be: Etihad Airways - **Fly in style with style**

OBJECTIVES

Grow Etihad brand awareness

Etihad as top style airline among fashion professionals and fashion students

Celebrate with our top Trade partners 10 years of EY in Italy

Briefing for Students (EN)

Project

Etihad Airways and NABA are launching a competition for Fashion and Graphic Design students to create the artwork for an Etihad branded canvas bags. The canvas bag will be distributed to Trade partners during Sep sales blitz to celebrate Etihad 10th Anniversary in Italy.

Dates

The contest dates are 5-25 July 2017

The winner will be announced on 31 July 2017

Prize

1 Economy Class ticket to an Etihad destination will be offered to the student presenting the best project. Maximum of two students working in a team will be awarded (ticket in Economy Class to an Etihad Airways operated destination, subject to availability, to be issued by 30 October 2017).

Theme

Fly in Style with Style

Introduction about Etihad Airways

Etihad Airways is the national airline of the United Arab Emirates. Etihad is a Skytrax 5-Star certified airline and its guests are at the heart of everything it does. From our home, Abu Dhabi, Etihad Airways flies to over 100 destinations across the Middle East, Africa, Europe, Asia, Australia and the Americas.

Etihad is committed to making sure that every time guests fly, their journey is truly remarkable. With constant innovation and re-thinking the small things that make big differences to the way guests fly.

Enjoy service that goes above and beyond with an Inflight Chef, Food & Beverage Manager and Flying Nanny. We've reimaged our menus to include the finest cuisine and inspired flavors from around the world, and brought the best of Hollywood to our inflight entertainment. Every detail has been considered and tailored to ensure our guests' journey is a remarkable one.

Etihad Brand guidelines: <https://www.dropbox.com/sh/hee382smn8e7ewe/AACo9wQFRpd022QikVjgB8PWa?dl=0>

Requirements: the artwork should include Etihad Airways logo (see brand guidelines). At the bottom the artwork you should include the NABA logo.

Notes: The jury composed of 4 Etihad Sales and Marketing Staff will select the winner. The artworks that best represents Etihad as a travel brand with style wins the competition.



Briefing for Students (IT)

Progetto

Etihad Airways e NABA lanciano un contest aperto a tutti gli studenti di moda e graphic design per la realizzazione di un progetto grafico. Il progetto vincente verrà utilizzato per la personalizzazione di borse di tela che verranno omaggiate ai più importanti partner commerciali della compagnia in occasione del decimo compleanno di Etihad Airways in Italia.

Date

Lancio: 5 luglio 2017

Data ultima per la consegna dei progetti: 25 luglio 2017

Annuncio del vincitore: 31 luglio 2017

Premio

1 biglietto di Economy Class per una destinazione Etihad sarà offerto allo studente che ha presentato il progetto migliore. Verranno premiati massimo 2 studenti se hanno lavorato in team. (biglietto di Economy Class per una delle destinazioni servite da Etihad. Le date sono soggette a disponibilità e i biglietti devono essere emessi entro il 30 ottobre 2017.)

Tema

Vola in stile con stile – Fly in Style with Style

Etihad Airways

Etihad Airways è la compagnia di bandiera degli Emirati Arabi Uniti. Premiata come compagnia aerea a cinque stelle da SkyTrax, Etihad pone al centro della sua vision i propri ospiti. Dalla sua casa, Abu Dhabi, Etihad Airways vola verso oltre 110 destinazioni in Medio Oriente, Africa, Europa, Asia, Australia e Americhe. Etihad si impegna costantemente con spirito di innovazione e attenzione a tutti i dettagli, anche i più piccoli, per rendere indimenticabile l'esperienza di volo dei propri ospiti.

Un servizio che supera le aspettative con uno Chef di bordo, Food & Beverage Manager e Tate di bordo. I nostri menu offrono alta gastronomia ispirata ai sapori internazionali e centinaia di ore di intrattenimento on-demand. Ogni dettaglio è stato considerato per assicurare che l'esperienza dei nostri ospiti sia eccezionale.

Etihad Brand guidelines: <https://www.dropbox.com/sh/hee382smn8e7ewe/AACo9wQFRpd022QikVjgB8PWa?dl=0>

Requirements: Il progetto deve includere il logo Etihad rispettando le brand guidelines. In fondo al disegno il logo NABA deve essere incluso.

Note: La giuria, composta da 4 rappresentanti dell'area vendite e marketing di Etihad, selezioneranno il progetto che meglio di tutti traduce e rappresenta Etihad Airways, vola in stile con stile.

Artwork specs

Requirements

1 side print only
Background colour: ecru
The files must be in vector use PC no MAC
Graphics must NOT contain shades
The colors used must be identified with Pantone number
Graphics must contain up to 4 colours
Graphic file size cm. 25x25
PDF or EPS graphics extension

Parametri grafici

Stampa sun 1 lato
Colore sfondo: ecru
Il file deve essere in vettoriale uso PC no MAC
La grafica NON deve contenere sfumature
I colori utilizzati devono essere identificati con il numero del Pantone.
La grafica deve contenere massimo 4 colori
Dimensione file di grafica cm. 25x25
Estensione grafica PDF o EPS



Image guides representing Etihad brand

Aircraft, Cabin Crew, Flying Nanny Food & Beverage Manager in Business Class, Inflight Chef in First Class.



Links to download the above images: <https://www.dropbox.com/sh/pgxyan4l7wcy7ai/AAAWAPrwU-WFntAYQC6GP9bYa?dl=0>

Videos about Etihad

Students are invited to look at the below videos to get more familiar with Etihad brand:

The Residence: <https://youtu.be/u-OUUDzjFuQ>

Business Class: <https://www.youtube.com/watch?v=p6E9BdY0qK0>

Economy Class: <https://www.youtube.com/watch?v=niYvVDF4VKM>

The Etihad Experience: <https://www.youtube.com/watch?v=YBLjIHTiGpl>