

BECAUSE THE SKY IS A CANVAS  
WAITING FOR A MASTERPIECE

**7E7**  
EXPERIENCE ZONE

**BOEING**  
Forever New Frontiers

New dreams, new world. [www.newairplane.com](http://www.newairplane.com)

BECAUSE AIRLINES WANT TO DO MORE, MORE, MORE  
FOR LESS, LESS, LESS.

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A new advertising campaign to support the introduction of the 7E7 was officially launched in July with a series of print ads, billboards, and online banners, such as the ads above. In the early stages of this campaign, the advertising is designed to condition the market to the many benefits of the 7E7, build excitement for the airplane as the ideal solution for future air travel, and drive people to the 7E7 Experience Zone web site.