

# WUNDERMAN CREATES “HISTORIC LUGGAGE” FOR TAM

*Agency transforms luggage carts at airports into replicas of the historical 14-Bis, Spitfire, Gloster Meteor and Flea Ship airplanes*

**São Paulo, October 2014** - TAM Airlines, the biggest airline in Brazil, bet on a first-time action to increase visitation to the TAM Museum. Developed by Wunderman Brazil, the “Historic Luggage” project transformed the traditional airport luggage carts into replicas of the museum’s classic airplanes - 14-Bis (the airplane created by the Brazilian Santos Dumont), the Spitfire (the most famous British fighter plane of the II WW), the Gloster Meteor (first British airplane equipped with an ejecting seat) and the Flea Ship (first airplane designed by a woman).

The interactive action at the Guarulhos International Airport (São Paulo) throughout October also celebrates Children’s Day, celebrated in the country on the 12<sup>th</sup>. “This project represents our passion for aviation and undoubtedly is one of the most involving ways we found to demonstrate to our clients how much the dream of flying is present within each one of us. Besides, it’s an opportunity to share with the passengers a little of the TAM Museum collection,” says Eduardo Costa, Marketing Director at TAM.

The replicas, positioned close to Tam’s check-in area, were equipped with earphones for the children to learn a little of aviation history and each one of the airplanes selected for the exhibition when they “pilot” the

miniature planes. "TAM Museum in São Carlos (Brazil) exposes over 90 airplanes, among pioneers, classics, jets and fighter planes. The miniature reproduction of some of these aircrafts is a fun way of stimulating new visitation to the Museum and reinforcing TAM's historical commitment to aviation," says João Francisco Amaro, TAM Museum President.

According to Adriano Abdalla, General Creative Director at Wunderman Brazil, the dream of flying is in everyone's imagination from an early age. "On the day of the trip, kids can't wait for the moment of getting in the plane and starting the adventure. Our action anticipated this magical moment and pointed out that with TAM the dream of flying starts at the check-in," he concludes.

To promote the action, the agency also created a film for TAM's Internet and onboard media, an ad for TAM's magazine, *Nas Nuvens*, a project site (<http://www.museutam.com.br/bagagemhistorica/>) and content for the airline's social networks.

The creation was done by Adriano Abdalla, João Paulo Martins, Rafael Palermo, Luis Paulo Alegretti, Diego Ferrite, Diogo Mangiacavalli, Ugo Zamponi, Yuri Oshiro and George Gomes, with creative direction by Adriano Abdalla and Paulo Sanna.