

## EVA AIR REVEALS VIBRANT THAI-THEMED WALL ART CAMPAIGN

*The colourful mural will be located in London's trendy Shoreditch and encourage passers-by to enter a social media competition to win flights to Thailand*



[EVA Air](#), Taiwan's leading independent airline, has revealed a colourful and vibrant Thai-themed wall art campaign in Ebor Street in London's trendy Shoreditch area to raise awareness of the airline's award-winning product and services. Production of the new campaign, which will encourage engagement from passers-by via a social media competition, will commence on 21<sup>st</sup> August and will run until 4<sup>th</sup> September.

The fun and dynamic artwork, which has been created by the team at Global Street Art, will convey Thailand's pulsating culture and the fun that can be achieved on a holiday to Thailand with EVA Air. In keeping with the "endless fun" theme, EVA Air will encourage people to enter a competition for a chance to win 2 return tickets to Bangkok by posting a picture of themselves in front of the mural onto their Instagram accounts using **#EVAIRART** and tagging in **@evaair\_uk**.

Commenting on the new wall art campaign, Sarah Wu, EVA Air's General Manager in the London office, said: *"We are very excited to be launching this artwork campaign to increase brand awareness of EVA Air and portray the airline's fun, energetic and professional image to a younger audience. With London Heathrow to Bangkok being our most popular route in the UK, this campaign also enables us to showcase the fun and adventure that makes Thailand a popular destination for travellers from our market."*

The mural represents the first time EVA Air has used wall art to promote the airline and its brand in the UK



and Shoreditch was the obvious choice as the heart of creativity in London. Ebor Street is surrounded by other cool and vibrant murals from various brands and is popular with a younger audience being located outside the popular BOXPARK shopping centre and visible from the complex's bars.

The airline is hoping that locals and visitors to Shoreditch will have their photo taken with the wall art and post this on their social media channels and share with their friends, as well as followers of EVA Air.

Global Street Art, who worked on the campaign, employs over 25 of the world's best street artists, with the EVA Air campaign being designed by 3 or 4 of these artists with a total production team of 8-10 people. Their brief was to convey a fun, yet professional image for EVA Air, promoting the award-winning airline's London Heathrow to Bangkok direct, non-stop daily service and Bangkok as a vibrant and energetic holiday destination.

Information about EVA Air's services, fares and routes, in addition to booking and buying options, is available at [www.evaair.com](http://www.evaair.com).

**Ends**

**About EVA Air:**

[EVA Air](http://www.evaair.com) is a Star Alliance member and is one of 10 [SKYTRAX-rated](#) 5-Star airlines worldwide. It also ranked 7th among the SKYTRAX World's Top 10 Airlines and secured additional spots in SKYTRAX's top 10 for Best Economy Class Onboard Catering, Best Business Class Airlines, World's Best Airline Cabin Cleanliness, World's Best Airport Services and more. [TripAdvisor](#) recognised it among the "[Top 10 Airlines – World](#)" and awarded it top spots in four more categories in its [Travelers' Choice Awards for Airlines](#) while [Travel + Leisure](#) readers ranked it in the [Top-10 International Airlines](#). It won a spot in [Condé Nast Traveler's](#) prestigious [2021 Readers' Choice Awards](#) for the [Top 10 Airlines in the World](#) and also earned a place in [AirlineRatings.com's](#) "[Best of the Best](#)" World's Best Airlines 2021 after similarly high ratings for safety and COVID compliance in January. The carrier was established in 1989 as Taiwan's first privately owned international airline. It is part of the respected Evergreen Group and a sister company to global container-shipment leader Evergreen Line. It flies a fleet of more than 80 Boeing and Airbus aircraft to over 60 international destinations throughout Asia, Oceania, Europe and North America where gateways are Chicago, Houston, Los Angeles, New York, San Francisco, Seattle, Toronto and Vancouver. Travellers can learn more about EVA destinations and schedules or book and buy tickets at [www.evaair.com](http://www.evaair.com).

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