

# The Moon

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**After a breakthrough in aviation technology Ryanair are now offering 'The Moon' as their latest destination with flights starting at as €50k. This is significantly lower than the Virgin Galactic and actually circles the moon.**

**As Ryanair's strategy to offer a more premium advantage over its competitors this will be a luxury flight aimed at the space tourist within the general public than the elitist ranks of the celebrity millionaire.**

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**Brief:**

Create a press campaign that elevates Ryanair to this level.

**USP:**

Fly to the moon and get into space for less.

**Audience:**

Should be aimed at the richer end of the public scale. Male Female split is 50/50.

**Tone:**

Should be premium and ground breaking.

**Requirements:**

Take what you want from the existing brand. It should still belong to Ryanair. If you feel a sub brand is needed then create something that helps your ads. Body copy is not a mandatory requirement but your headline should at least help to convey your concept.

**Deliverables:**

Three full page press ads.

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Set by Boys and Girls.