

PacMin News

BRINGING YOU THE LATEST UPDATES AND BREAKING DEVELOPMENTS IN AIRLINE MARKETING

Protecting Qatar's 5-Star image

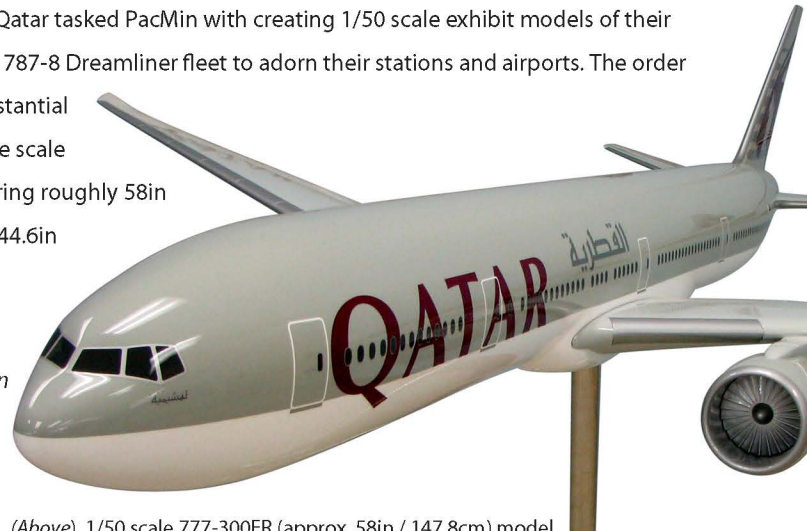
Over the years Qatar Airways has earned numerous awards including achieving SkyTrax's 5-Star ranking and Airline of the Year (for 2011 and 2012). In order to protect their reputation, it is essential Qatar's partner understands their brand and shares their drive to be "the best".

Because of PacMin's dedication to service excellence, Qatar has trusted them to capture and promote their brand for over a decade.

Over the course of their partnership, Qatar has challenged PacMin with delivering high-quality desktop and exhibit models of their various aircraft.

Recently, Qatar tasked PacMin with creating 1/50 scale exhibit models of their 777-300ER and 787-8 Dreamliner fleet to adorn their stations and airports. The order included a substantial number of large scale models measuring roughly 58in (147.8cm) and 44.6in (113.4cm) respectively.

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(Above) 1/50 scale 777-300ER (approx. 58in / 147.8cm) model.

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Since the models represent Qatar's corporate identity, it is essential the models meet Qatar's standards. The models are also unique touchpoints that allow customers to interact with and experience the airline's brand.

PacMin's team understands this and works diligently to ensure Qatar's aircraft and 5-Star image is accurately captured.

When the models were finished, they were precise and breathtaking. The large scale models were not only works of art, but were also ideal for promoting new routes and aircraft.

For over a decade, PacMin's team has assisted Qatar with brand building and promotion. PacMin continues to show an unwavering commitment to its customers and a passion for communicating their vision. ■



(Above) Close-up of 1/50 scale 777-300ER (approx. 58in / 147.8cm) model.

(Below) Fully assembled 1/50 777-300ER models.



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