

## **Ethiopian Airlines to start flighting**

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The cherry on the top; we are glad to announce that the television commercial for Ethiopian Airlines started flighting on the 1st of June.





The advert, which captures the wonder and magic of flight, will be playing across a plethora of channels on DStv; Africa Magic, BBC World, Channel O, M-Net Action, National Geo, Sony Ent, Style, Vuzu to name just a few.

The TVC is an exciting new addition to an already successful integrated campaign. And we are super proud of it.

Click here to watch the advert. GO. WATCH. IT.

<sup>&</sup>quot;When did clients become advertisers: an unpopular opinion by a chief creative officer 3 Apr 2024

<sup>\*</sup> The vanishing act of decent interns: Unpopular opinion by a CEO 6 Mar 2024

<sup>\*</sup> The World Domination blueprint: Wetpaint is taking over the world one brief at a time 22 Nov 2023

<sup>&</sup>quot;Wetpaint goes global, 30 fastest growing private companies to look out for in 2022 20 Apr 2022

<sup>\*</sup> Third time's a charm at Wetpaint 20 Jan 2022

## **Wetpaint Advertising**



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