

Qatar Airways kicks off star-studded safety video



Qatar Airways' inflight safety video features Brazilian footballer Neymar Jr, FC Bayern Munich star Robert Lewandowski and AS Roma legend Cafu

Qatar Airways has created an entertaining safety video featuring the world's top football stars that will be shown onboard flights before the end of the year.

Featuring football legends past and present, the humorous video delivers important safety information with the help of personalities from the airline's ongoing partnerships with AS Roma, FC Bayern Munich and FIFA.

The film stars Brazilian footballer Neymar Jr, FC Bayern Munich star Robert Lewandowski and AS Roma legend Cafu, who are led through the inflight safety routine by a comedic double act of coach and kitman played by British television regular Jason Thorpe and comedy actor Ross Hatt.

In the video, Lewandowski demonstrates how to use a life jacket, Cafu helps a younger version of himself attach an oxygen mask and Paris Saint-Germain star Neymar Jr makes a special appearance to guide Qsuite passengers.

Directed by Peter Lydon, who co-wrote the script with award-winning creative agency 180 Kingsday, the six-minute film is designed for Qatar Airways' global family audience. Mirroring the airline's latest campaigns, the film seeks to add a playful spin to a vital part of the inflight experience.

Qatar Airways Senior Vice President Marketing and Corporate Communications, Ms Salam Al Shawa, said: "At Qatar Airways, safety is priority one and we want to ensure everyone, including our most frequent travellers, watches our safety briefings. The wonderfully creative concept from 180 Kingsday will capture our passengers' attention whilst providing a fun, light-hearted video to get the inflight entertainment under way. The level of quality and attention to detail in this video is paramount and I am sure the content will both inform and amuse our global passengers of all ages."