

Summary

A major transformation in how we fly is being imagined by Embraer to achieve net zero by 2050.

Embraer, has pledged to solve this enormous industry challenge and their goal was to share their vision with the global aviation community.

In late November 2021, they unveiled four concept regional aircraft powered by new propulsion technologies and renewable energies.

Gravity Global was tasked with launching this exciting programme – and how it was presented to a worldwide audience needed to be as bold and innovative as the concept aircraft.

As well as creating the 'Energia' name and an eye-catching aircraft livery, the Gravity team developed a full campaign including content and social, culminating in a spectacular webcast event, broadcast live from studios in Sao Paulo and London!

Each of the Energia aircraft were shown as 3D holograms for impact.

This campaign deserves to win, as it achieved its objective of positioning Embraer as a leader in aviation sustainability and by using the latest digital techniques captured the imagination of the aviation industry without having to show physical aircraft. The programme successfully achieved market engagement for the Energia programme, improving positive sentiment for Embraer and leadership in sustainability from 28.71% to 70.88%

FLY THE FUTURE



EMBRAER PAVILION E037, FIA 2022

Moving around cities and urban centers will be fairly different in the future – greener, quieter, quicker and more efficient. See how Eve has reimagined urban air mobility at the 'Fly the Future' Experience in the Embraer Pavilion.

embraercommercialaviation.com
#FlyTheFuture

EVE

← EMBRAER

Links to view

Live Event:

https://www.youtube.com/watch?v=R_a6KcCyDzM

Invite:

<https://www.youtube.com/watch?v=JUmlwkQR2Pg>

Main Event:

https://www.youtube.com/watch?v=R_a6KcCyDzM&t=6s

Highlight Video:

<https://www.youtube.com/watch?v=QcPyZ4MaYvg&t=141s>

Sustainability:

<https://embraercommercialaviationsustainability.com/>



EMBRAER PAVILION E037, FIA 2022

To achieve net zero carbon emissions by 2050, we're exploring a wide range of bold but viable aircraft concepts and designs, like the Energia family. See these incredible concepts at the 'Fly the Future' Experience in the Embraer Pavilion. We look forward to your visit.

embraercommercialaviation.com
#flythefuture



About the Client Company

Embraer, a Brazilian company, is a world leader in the design and manufacturing of aircraft in the 70-130 seat segment (known as regional jets), competing against the giants of the industry Boeing and Airbus and other regional challengers

Objectives of the Campaign

- Bring to the attention of the aviation industry, investors, influencers, and the media that Embraer leads the way in innovative product design, new technologies and sustainability.
- Create a memorable hybrid launch event attracting a global audience online.
- Create a new name and livery that reflects the utilization of the aircraft and the brave and bold attitude of Embraer.
- Amplify how Embraer's concept aircraft will solve future challenges for airlines and ensure their operations are truly sustainable.
- Increase global reach and brand awareness by maximizing media opportunities.
- Outperform Positive Brand Sentiment with competing manufacturers.
- Drive prospects to visit Embraer's Sustainability Hub on their website.





Strategy

With Covid still present, Embraer wanted to create an exciting hybrid event demonstrating their vision for the sustainable aircraft of the future. It had to be engaging enough to attract a large online audience, that included customers, investors, influencers and the media.

Media, channels and techniques used

- Live public YouTube event

https://www.youtube.com/watch?v=R_a6KcCyDzM

Hologram display at the event

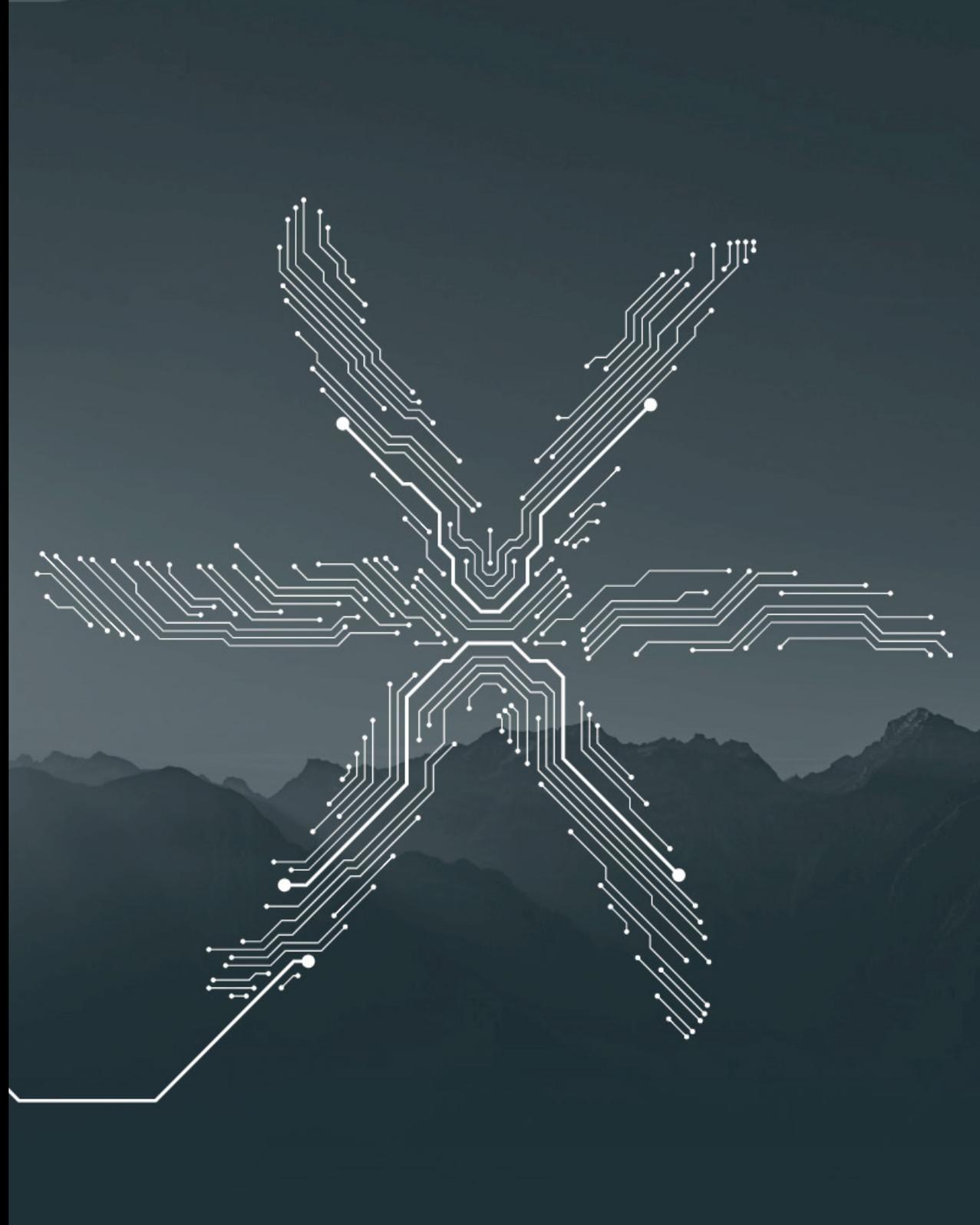
Private Live press event with Q&A session

Highlight video following event

Reuters.com media

Social posts – paid and organic – LinkedIn, Facebook, Twitter, Instagram and YouTube

Press and Customer email save the date and reminders, including an invite video



Target Audience

- Airline customers and prospects
- Investors and influencers
- The media and industry journalists

Although there is plenty of excitement and interest regarding new and sustainable aircraft concepts within the industry, there is also a lot of scepticism whether manufacturers can actually achieve their ambitions.

Timescales

- Energia Launch Event – 8th Nov 2021
- Social and online campaign supporting the Event, October – Dec 21



Results

A futuristic, sleek aircraft is shown in flight against a clear blue sky. The aircraft has a long, thin fuselage and a large, curved wing. It features glowing blue energy lines and a propeller-like structure on the tail. The aircraft is flying over a city skyline, which is visible in the background.

- *On LinkedIn, Facebook and Twitter the event link had over 200,000 clicks*
- *The Event video on YouTube now has 218,551 views*
- *In 2022 Embraer's YouTube channel surpassed 100,000 subscribers*
- *At the end of 2021 Sustainability SOV 17.96%, up from 3.6% in 2020*
- *Sustainability net sentiment grew from 28.71% to 70.88%*



“

Our Energia concept aircraft are bold and viable solutions to the sustainability challenge. The delivery of the Event, the new name, the new livery and the associated marketing program had to match this boldness – Gravity executed it brilliantly! Credit must go to the whole team.’

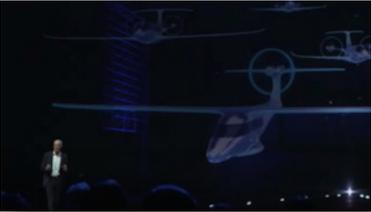
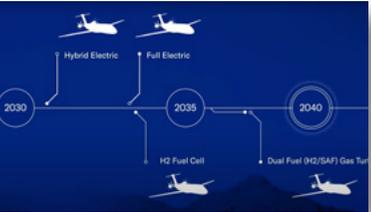
”

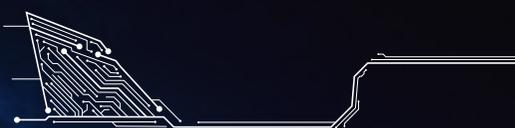
Maria Regina Cyrino Correa
Global Head of Promotion Strategy

Invite



Main Event





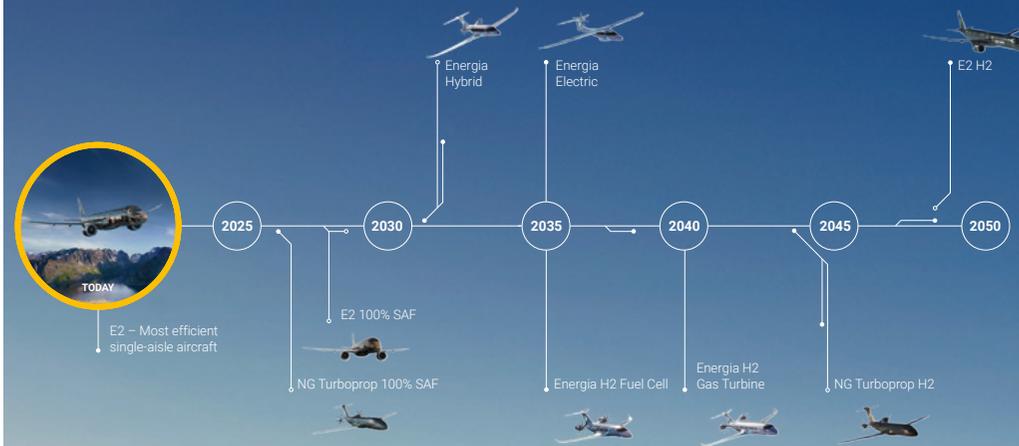
E2. A FORCE WITH NATURE

Ultra efficient high-aspect ratio wings, new engines and lightweight materials help to deliver a double-digit reduction in fuel consumption and the lowest level of CO2 emissions. Inside the cabin and outside, it's the quietest aircraft in its class, delivering a 65% reduction in noise levels around airports and the biggest margin to ICAO noise limits. The E2 Profit Hunter is a force with nature, not against it.

E2sustainability.com
[#ConnectToOurWorld](https://twitter.com/ConnectToOurWorld)



 **EMBRAER** CHALLENGE.
CREATE.
OUTPERFORM.



SUSTAINABILITY IN ACTION.

Net zero carbon emissions by 2050. Making regional aviation cleaner and quieter. Our sustainability roadmap and product development plan have been constructed to help us achieve these goals. Our new generation E2 is the most fuel efficient single-aisle aircraft in the market today with a potential reduction of CO2 emissions up to 30%. In 2025 we are planning the first flight of our hydrogen-powered electric demonstrator.

Between 2027 and 2030 expect to see our next generation turboprop and E2 flying 100% SAF compatible. By the

mid-2030s we are planning to introduce the sustainable Energia family of aircraft, powered by revolutionary propulsion architectures. 2045 will likely see the flight of our first hydrogen-powered turboprop and finally, in 2050, a hydrogen-powered E2 or similar sized aircraft will take to the skies.

Undoubtedly these are bold and ambitious steps, but with over 50 years of market knowledge and expertise behind us, we are confident that we will deliver what we set out to do, transforming the way we all fly.



CHALLENGE.
CREATE.
OUTPERFORM.

E2 PROFIT HUNTER. A FORCE WITH NATURE

Ultra efficient high-aspect ratio wings, new engines and lightweight materials help to deliver a double-digit reduction in fuel consumption and the lowest level of CO2 emissions. Inside the cabin and outside, it's the quietest aircraft in its class, delivering a 65% reduction in noise levels around airports and the biggest margin to ICAO noise limits. The E2 Profit Hunter is a force with nature, not against it.

[E2sustainability.com](https://www.embraer.com/e2sustainability)
[#ConnectToOurWorld](https://twitter.com/embraer)



FLY THE FUTURE

EMBRAER PAVILION E037, FIA 2022

To achieve net zero carbon emissions by 2050, we're exploring a wide range of bold but viable aircraft concepts and designs, like the Energia family. See these incredible concepts at the 'Fly the Future' Experience in the Embraer Pavilion. We look forward to your visit.

embraercommercialaviation.com
#flythefuture

← EMBRAER

FLY THE FUTURE

EMBRAER PAVILION E037, FIA 2022

Moving around cities and urban centers will be fairly different in the future - greener, quieter, quicker and more efficient. See how Eve has reimagned urban air mobility at the 'Fly the Future' Experience in the Embraer Pavilion.

embraercommercialaviation.com
#FlyTheFuture

EVE

← EMBRAER

Social Engagement

Embraer 22 April · 🌐

We're making great progress on our path to net zero carbon emissions by 2050. Our #E2 will be 100% SAF compatible soon. Our production processes are more eco-friendly, and our new electric and hydrogen-powered #Energia airplanes are in study. #EmbraerStories #WeAreEmbraer

Estamos progredindo em nosso caminho para zero emissões líquidas de carbono até 2050. Nosso #E2 logo será 100% compatível com SAF. Nossos processos de produção estão mais ecologicamente corretos e nossos... [See more](#)

See translation



Embraer 16 February · 🌐

To help the aviation industry meet its target of net-zero carbon emissions by 2050, #Embraer have launched the #EnergiaFamily – four new concept aircraft with revolutionary designs and propulsion architectures. Attending the Official Singapore Airshow? Come and visit us to find out about our vision for a more sustainable future. Watch film. #SGAirshow2022 #SingaporeAirshow #WeAreEmbraer #EmbraerStories

Para ajudar a indústria da aviação a atingir sua meta de emissões zero... [See more](#)

See translation



Embraer 11 November 2021 · 🌐

Which member of #EnergiaFamily of concepts runs exclusively on hydrogen? It's the Energia H2 Fuel Cell aircraft, one of 4 sustainable designs we presented this week. The H2FC has 19 seats and generates zero carbon emissions. More at <https://embr.cc/ytG8> #EmbraerStories #ESG #WeAreEmbraer

Qual membro da #EnergiaFamily funciona exclusivamente com hidrogênio? É a aeronave Energia H2 Fuel Cell, um dos 4 projetos sustentáveis que apresentamos esta semana. O H2FC tem 19 assento... [See more](#)

See translation



Mentour Pilot 8 November 2021 · 🌐

Embraer presented four innovative future aircraft concepts, with different alternative means of propulsion: 🚀

Embraer today presented Energia, a family of renewable and alternative energy propulsion ...



Embraer 8 November 2021 · 🌐

Here's a behind-the-scenes look at the online launch event of our new Energia sustainable concept aircraft that we revealed last month. Team members share their perspectives on several aspects of the initiative. English subtitles available. #EnergiaFamily #WeAreEmbraer #ESG #EmbraerStories

Assistido aos bastidores do evento de lançamento dos conceitos sustentáveis Energia, revele o que está por trás do novo conceito. Os membros da equipe compartilham suas perspectivas sobre o futuro... [See more](#)

See translation

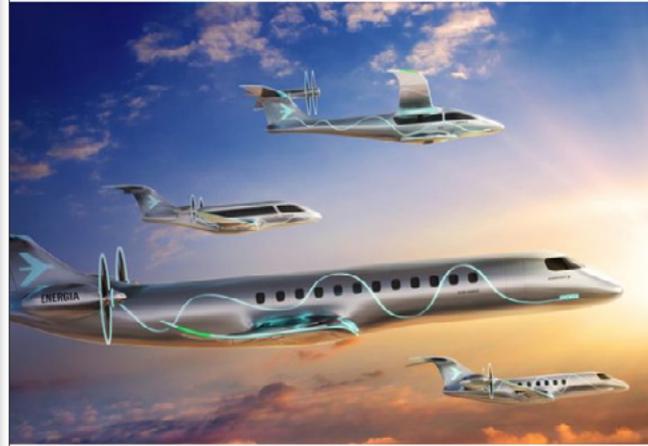


Embraer 8 November 2021 · 🌐

The Energia family makes its debut! We just revealed 4 new concept aircraft that could help the industry achieve net zero carbon emissions by 2050. Each airplane uses different, sustainable propulsion technology. Details, including aircraft specs, at <https://embr.cc/lj3F>. #EnergiaFamily #EmbraerStories #ESG #WeAreEmbraer #SustainableFuture

A Energia family faz a sua estreia! Acabamos de revelar 4 novos aviões conceito que podem ajudar a indústria a zerar as emissões líquidas... [See more](#)

See translation



Embraer 27 June at 21:43 · 🌐

Farnborough Airshow 2022
New platforms. New architectures. New energies. New era. Discover the Energia aircraft concepts that we believe will transform regional aviation and deliver true sustainability in the future: <https://www.embraercommercialaviation.com/news/fia-2022> #flythefuture #FIA2022 #WeAreEmbraer #EmbraerStories

... [See more](#)

See translation



Social Engagement

 **Helix**
26 December 2021 · 🌐

In a recent live-streamed ceremony, [Embraer](#) unveiled their new [#Energia](#) family of four [#Aircraft](#) concepts that will use [#Electric](#) and [#HydrogenPowered](#) propulsion systems.

To gain a better understanding of the challenges that these new concepts will present, the company has collaborated with "an international consortium of engineering universities, aeronautical research institutes, and small and medium-sized enterprises."

Learn more about the concepts > <https://bit.ly/3nSUQb...> **See more**



 **Embraer** 
12 November 2021 · 🌐

The sustainable concept Energia H2 Gas Turbine uses a combination of hydrogen and JetA fuel or SAF to power two aft-mounted engines. The 35 to 50-seat airplane produces zero carbon emissions and is 60% quieter than traditional turboprops. Details at <https://embr.cc/ytG8> [#EmbraerStories](#) [#ESG](#) [#WeAreEmbraer](#) [#EnergiaFamily](#)

.

.

Nossa aeronave conceito sustentável Energia H2 Gas Turbine usa uma combinação de hidrogênio e combustível JetA ou SAF para acionar os dois motores. O avião... **See more**

See translation



Social Engagement

Embraer added a new photo. 23 May

We shape the future.

Nós moldamos o futuro.

Embraer 5 June

On June 5th, we celebrate World Environment Day and this is a very important date for all of us. Therefore, #Embraer recognizes the urgency of the climate crisis and is fully committed to a more sustainable future! Our #ESG goals include achieving carbon neutral operations by 2040, using 100% electric energy from renewable sources and increasing the use of Sustainable Aviation Fuel (SAF) in our own aircraft. In addition, we are working to develop products for zero-carbon avia... **See more**

See translation

Today is World Environment Day.
Check out some of our actions towards a more sustainable future.

Hoje é o Dia Mundial do Meio Ambiente.
Confira algumas das nossas ações rumo a um futuro mais sustentável.

We performed the first flight of a 100% electric propulsion aircraft, using the EMB 203 Ipanema platform as a technology demonstration prototype. All the knowledge acquired can be applied in future projects.

Realizamos o primeiro voo de uma aeronave de propulsão 100% elétrica, usando a plataforma de demonstração de tecnologia EMB 203 Ipanema como protótipo de demonstração da tecnologia. Todos os conhecimentos adquiridos poderão ser aplicados em futuros projetos.

We have recently announced the Energia Family, a family of four low and zero emission concept aircraft, which incorporate new propulsion technologies: hybrid electric, 100% electric, hydrogen fuel cell and bi-fuel gas turbine.

Annunciamos recentemente a Energia Family, quatro aeronaves conceito de baixa e zero emissão, que incorporam novas tecnologias de propulsão: híbrida elétrica, 100% elétrica, célula de combustível a hidrogênio e turbina a gás bicombustível.

We started using Sustainable Aviation Fuel (SAF) in our operations in Melbourne, USA, and our Executive Jets have been flying to the main events of the industry with SAF - or the book and claim system when SAF is not available.

Começamos a utilizar Combustível Sustentável de Aviação (SAF) em nossas operações em Melbourne, EUA e nossa Aviação Executiva realiza os voos para os eventos da indústria com SAF - ou sistema "book and claim" quando o SAF não está disponível.

TransportIP

In an effort to attract talent and technology from independent innovators and startups, Embraer has launched the Energia Initiative.

Energia will be a family of all electric, hybrid, and hydrogen fuel cell aircraft which Embraer will develop in collaboration with outside organizations and innovators.

Embraer's Energia Initiative Disrupts Traditional Aerospace R&D Process - TransportIP

embraer - Following

embraer @ Embramos nossa #monomodel1day com esta imagem incrível do #E100E2 #Proflurter em sua primeira especial #TechShare, decolando do #Singapore no mês passado, onde participou do #SingaporeAirshow! Agradecemos ao @E2 que planeou entusiasmado por compartilhar essa foto espetacular com a gente. #EmbraerStories

Liked by letbridgemark and 6,711 others

Embraer 10 November 2021

Our new 9-seat sustainable concept Energia Electric generates zero carbon emissions and is very quiet. It has two super-efficient contra-rotating propellers. The high-aspect ratio wing is inspired by gliders. Meet the whole #EnergiaFamily at <https://embr.cc/jtG8> #EmbraerStories #ESG #WeAreEmbraer

Nossa nova aeronave conceito sustentável de 9 lugares, Energia Electric, gera zero emissões de carbono e é muito silenciosa. Possui duas hélices contra rotativas superficientes... **See more**

See translation

Embraer 9 November 2021

Have you seen the new Energia Hybrid concept? A combination of electricity and either JetA1 or SAF power the 9-seater. The aircraft emits up to 90% less CO2 than typical turboprops and is 60% quieter. Range is about 500 nm. More about the #EnergiaFamily at <https://embr.cc/jtG8> #EmbraerStories #ESG #WeAreEmbraer

Você já viu o novo conceito Energia Hybrid? Uma combinação de eletricidade e JetA1 ou SAF alimentam o avião de 9 lugares. A aeronave emite até 90% menos CO2 do que... **See more**

See translation



Embraer 28 July 2021

Our #E2s use long-lasting LEDs in the cabin. Compared to old fluorescent lamps and halogen bulbs, they use less energy, last longer, and don't contain hazardous materials, such as mercury. And the cabin changes its "mood" with the capability of selecting different lighting colors and scenarios! Watch it go from cool blue to hot pink. #E2Sustainability #ESG #WeAreEmbraer #EmbraerStories

Nossos #E2 usam iluminação LED de longa duração na cabine. Comparadas às antigas lâmpad... **See more**

See translation

