

'AIR FRANCE, FRANCE IS IN THE AIR'
A Look at Tourism Semiotics in Expression of Brand Hospitality

*Cynthia Menezes Mello**
*Alexandre Panosso Netto***
Escola de Artes, Ciências e Humanidades
Universidade de São Paulo
São Paulo, Brasil

With more than 50 million views, the audiovisual publicity "Air France, France Is In The Air" (2015) was part of the company's global campaign in various media (TV channels, social media, etc.) and is considered until now most popular brand created by a travel-related brand. The advertising sector attributes the success of the commercial to the fact that it is a different proposition from what is usually presented in similar genres, such as showing aircraft taking off and / or landing and smiling stewardesses. Likewise, it has a visual and sound aesthetic very different from what is usually built in advertising films in the tourism sector. In a little over 40 seconds, symbols of French culture are visualized through stylized figures of fashion, gastronomy, dance and romance that are materialized in several scenes in the cabin of an Air France aircraft. In it, a passenger begins a journey of travel in the world of French dreams. The purpose of this article is to investigate and discuss the effects of Air France brand senses from the semiotic method and the interfaces with the tourism semiotics proposed by Mello (2016) regarding the effects of sense potentially generated for the enunciate-consumers of the brand, mainly of hospitality, in addition to understanding the strategies used by the enunciator to make it a benchmark for success. It is possible to show after the analysis that the signs of hospitality are expressed in the various manifestations of the brand in the video as in the narratives, in the song and in the slogan, through emblematic colors, presence of symbols of recognition or not and the tourist language that contributed for the differential and the success of the video.

KEY WORDS: brand, meaning effects, hospitality, semiotics of tourism, audio-visual.

* Formada em Hotelaria por la Facultad de Tecnología Hebraico Renascença (FHR), São Paulo, Brasil. Maestría en Comunicación por la Universidad de São Paulo (USP), São Paulo, Brasil. Doctora en Comunicación y Semiótica por la Pontificia Universidad Católica de São Paulo (PUC-SP), São Paulo, Brasil. Posdoctora por la Universidad Federal de Paraná (UFPR), Curitiba, Brasil; y la USP. Investigadora Independiente, consultora y mentora de Semioturismo (consultora especializada en comunicación y semiótica del turismo). Dirección Postal: Alameda dos Guatás, 1574, Planalto Paulista, São Paulo – SP, Brasil. E-mails: cynthiahotelaria@yahoo.com.br semioturismo@gmail.com

** Formado en Filosofía y Turismo por la Universidad Católica Dom Bosco, Campo Grande, Brasil. Maestría en Historia por la Universidad Federal de Mato Grosso do Sul, Dourados, Brasil. Doctor en Ciencias de la Comunicación por la Universidad de São Paulo, São Paulo, Brasil. Se desempeña como profesor en la Escola de Artes, Ciências e Humanidades de la Universidad de São Paulo (EACH-USP). Dirección Postal: Rua Arlindo Bétio, 1000. Bairro Ermelino Matarazzo. São Paulo-SP, Brasil. E-mail: panosso@usp.br