Sally Student

* **Topic:** Eva Airlines Hello Kitty Airplane Fleet
* Introduction:
* **Attention:** Think about the last time you took a flight. What was it like to wait at the crowded, dirty airport? How did you feel as you were rushing to get there? Were you stressed? Were you grumpy?
* **Reveal:** Today I’m going to tell you about Eva Airlines’ Hello Kitty Fleet.
* **Relate:** We all are going to school in NYC, and have access to inexpensive international flights. We should know more about our options for travel.
* **Credibility:** I have never flown on the Hello Kitty planes, but I have done extensive research online, and read several articles about them.
* **Preview:** I will be telling you about how Eva Airlines started the Hello Kitty fleet, and what it is like to ride these airplanes.

*Let’s begin…*

**About 10 years ago, Sanrio approached Eva Airlines about doing a deal together, and this made a new fleet of airplanes.**

-Eva Airlines is based out of Taiwan, Air France

-Sanrio – Japanese company – Hello Kitty & Friends

-2005, Started

“I initiated our Hello Kitty Jet concept (above) to make flying fun. Travelers’ responses in Asia, Europe and the United States tell us we are succeeding,” said EVA Air Chairman KW Chang. (World Airlines, 2015)

-They sell products and promote Sanrio on the airline.

-Hello Kitty fans will be drawn to this flight.

- Eva airlines sells 3% more tickets on the Hello Kitty flights, in flight sales 3 million per year. (SB Online 2013)

*Moving on…*

**Flying Eva Airlines puts you into a magical world of Hello Kitty.**

-Most of the people flying are older than 20 (Marie Claire, 2018)

-They use pink colors and Hello Kitty on everything!

-The food is high quality and tastes good (Marie Claire, 2018)

-Could be annoying to customers who book by accident.

Conclusion:

**Signal –** To conclude

**Summary –** We have learned about the history of the Hello Kitty Airplanes and what it’s like to fly on one.

**Strong Statement** – Now you will have a cute option to consider for your next international trip.

References:

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