

Northwest Airlines, elastic.



### China Airlines flies you to more destinations in Asia

**From Taipei and expanding to Asia and the rest of the world**  
On August 1, 2007, China Airlines became a "partner" partner. You now gain an extra opportunity to earn WorldPerks miles by partnering with China's top airline for great routes to weekend breaks by heading to China, India, Hong Kong, Singapore, Bangkok, Kuala Lumpur, Jakarta, Seoul and more in Asia.

Based in Taiwan, China Airlines operates from its new 62 gates in 25 countries with flight destinations: Taipei and Hong Kong and Hong Kong, Seoul, Tokyo, Taipei, Hanoi, Singapore, Bangkok, Kuala Lumpur, Jakarta, Seoul and more in Asia, or from Taipei to Europe, the U.S. and most more.

**Smooth flying for passengers**  
Northwest connecting partners Northwest Airlines and China Airlines flights exist in the same convenience of airplanes, featuring 300 new seats, plus on-board service, WorldPerks Rewards, MilePlus, CardTrak, and GlobalPass members.

**Reborn your WorldPerks card**  
Start enjoying your WorldPerks miles again and fly to an entire of world, like from Washington, Seattle to Seoul, Tokyo, Osaka, Atlanta for Atlanta from only \$220. WorldPerks miles that was earned for new routes about for their partner.



### The Brief

A new partnership that Northwest Airlines has secured with China Airlines for WorldPerks frequent flyer program members. The partnership opens up a much broader travel network to members in Asia.

### The Idea

To cleverly demonstrate the "new network," this DM was wrapped with elasticized string that recipients could play with to explore the new destination routes now available to them.