

Premium Lives in the Details: Lufthansa and Serviceplan Launch New Global Premium Campaign

- **“Premium Lives in the Details” Highlights Specific Premium Moments Onboard**
- **The focus is on culinary experiences and hospitality across all four travel classes**
- **The international campaign will run on TV, in movie theaters, in print, digitally, on digital audio, and on social media**

Munich, September 23, 2026 – Lufthansa and Serviceplan are launching “Premium lives in the details,” a new global campaign that puts the premium onboard experience front and center. The focus is not on abstract premium promises, but on specific moments and details that guests can see, taste, and experience during their journey.

You can find the campaign video [here](#).

The campaign is based on the Future Onboard Experience (FOX), through which Lufthansa is further developing the onboard travel experience across all four travel classes. The areas of culinary and hospitality are a particular focus. These include a wider selection of menu options in Economy Class, Michelin-star-level dishes by Michelin-starred chef Christoph Kunz in First Class, and new wellness offerings – ranging from earplugs and sleep masks on night flights to high-quality personal care products.

“Premium lives in the details” brings these enhancements together for the first time on a unified international communication platform, thereby creating a long-term framework to showcase the Lufthansa Premium experience.

Premium Is in the Details

While “premium” is often portrayed in the airline industry through luxury and exclusivity, Lufthansa focuses on the many details that shape the onboard travel experience – from the quality and presentation of a meal to attentive service and the small moments throughout the journey.

This perspective is also reflected in the creative execution: videos and visuals highlight selected details of the Lufthansa onboard experience and show how, taken together, they create a premium travel experience.

Till Diestel, CCO Serviceplan DACH: “The campaign thrives on the fact that every detail is staged with the same care with which it was developed onboard. Our goal was not simply to depict these premium moments, but to give them a stage of their own – visually precise, lovingly crafted, and with the highest standards of artistry.”

Michelle Mynhardt, Head of Brand Marketing and Customer Relations at Lufthansa, **says:** “With our ‘Yes’ brand platform, we tell the story of the diverse travel experiences and possibilities that Lufthansa stands for. ‘Premium lives in the details’ now deliberately focuses on premium experiences on board. For us, premium isn’t just about

individual grand gestures, but about the many carefully crafted moments our guests experience during their journey.”

The international campaign features video and still imagery for all four travel classes and will be rolled out across TV, print, digital, digital audio, movie theaters, and social media. Serviceplan is responsible for strategy and creative direction. Production was carried out in collaboration with Serviceplan Make and Zauberberg Productions, directed by Dorian & Daniel.

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