



Innovation > Work & Lifestyle > Airline commissions books that can be completed in flight time

AIRLINE COMMISSIONS BOOKS THAT CAN BE COMPLETED IN FLIGHT TIME

 WORK & LIFESTYLE

Australia's Qantas airline has created a range of new fiction titles for its customers, selected to correspond with flight times.

In today's world of non-stop information and endless social network notifications, it's hard to find the time to concentrate on just one story, never mind finishing a full-length novel. The Netherlands' [VertragingsApp](#) has already encouraged train passengers to discover short story authors based on their delay time, and now a new project has created a range of fiction titles for customers of Australia's [Qantas](#) airline, selected to correspond with flight times. Titled *A Story For Every Journey*, the project is a collaboration with Sydney-based ad agency [Droga5](#). The campaign used statistics from publishing house [Hachette](#) to discern that the average reader can finish around 200 to 300 words – or one page – each minute. Taking into account time set aside for meals and naps, customers should be able to read the books in exactly the time it takes to set off and land. The range was selected while keeping in mind the airline's Platinum Flyers demographic – mostly male customers – meaning they suitably span the thriller, crime and nonfiction genres. Penned by notable Australian authors and stylishly designed by UK-based agency [Paul Belford](#), the airline is hoping to attract an upmarket audience by offering the novels on its extended flights. Given that airplanes are one of the few places where use of electronic devices is actually discouraged, the books could take off with those who fly regularly. Are there other ways to tailor literature to different reading environments to help consumers rediscover the novel? Spotted by: www.airlinetrends.com

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