

DELTA HORIZON

The Future of Flying, Elevated.

Delta Air Lines — Where Tomorrow Takes Off.



SPECULATIVE BRAND VISION

DELTA HORIZON

FOR TOMORROW

CONNECTED



NEXT-GEN
COMFORT



GLOBAL MINDS
ONE JOURNEY

A cinematic creative portfolio for the next era of air travel

Creative direction and concept - Sebastien Soudais

Independent concept. Not commissioned by or affiliated with Delta Air Lines.

 DELTA

What if the airport stopped feeling like transit - and started feeling like arrival?

Delta Horizon reframes the future of flying as an end-to-end premium experience. The aircraft, terminal, lounge, cabin, connectivity and sustainability story all operate as one coherent product - not a collection of separate upgrades.

ELEVATED

Luxury expressed through space, light and calm.

SEAMLESS

One connected journey from curb to cloud.

SUSTAINABLE

Progress presented as desirable, not restrictive.





The Future of Flying, Elevated.

Delta Air Lines — Where Tomorrow Takes Off.



SUSTAINABLE
FOR TOMORROW
The complete promise in one frame: product, place, people and possibility.



SEAMLESSLY
CONNECTED



NEXT-GEN
COMFORT



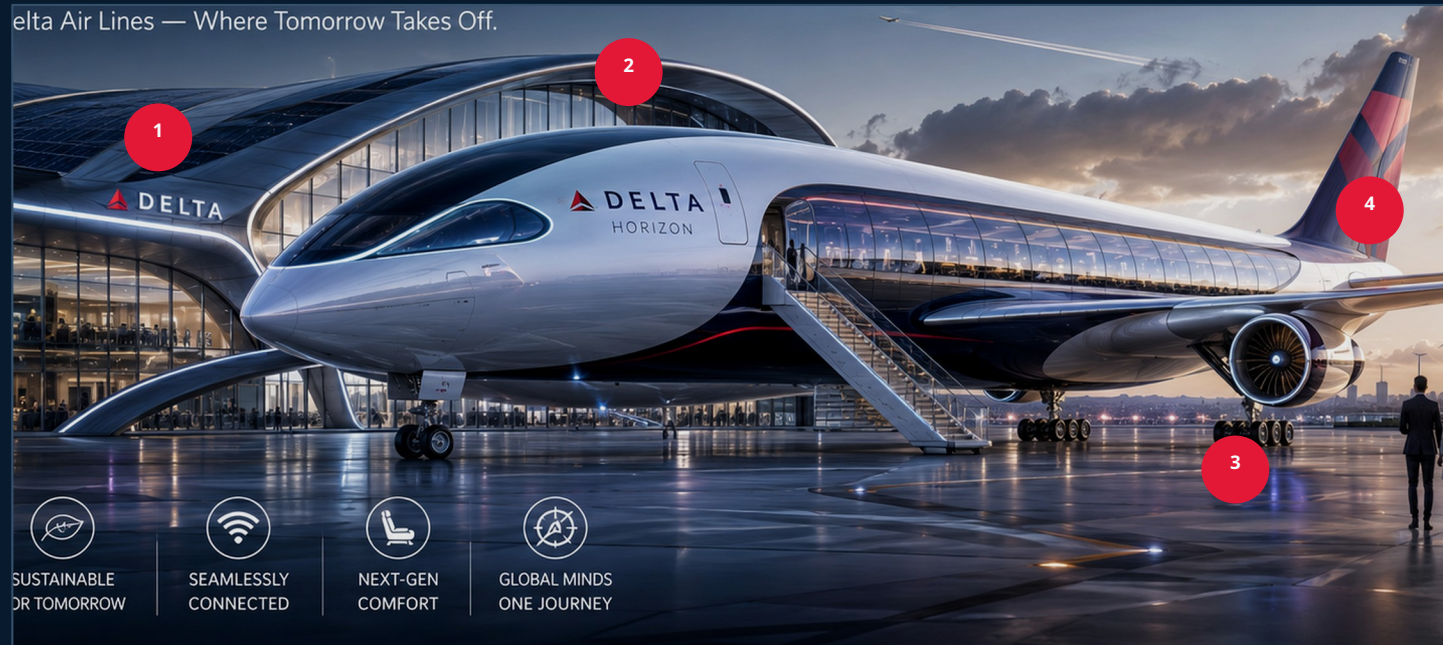
GLOBAL MINDS
ONE JOURNEY

HERO CAMPAIGN VISUAL



One image. Four layers of persuasion.

The composition works before the viewer reads a single word.



1

ICONIC PRODUCT

The aircraft owns the frame. Its silhouette creates immediate category recognition and gives the campaign a single memorable hero.

2

ARCHITECTURE AS PROMISE

The terminal echoes the aircraft curves, making innovation feel systemic rather than cosmetic.

3

HUMAN SCALE

The travelers transform technology into aspiration. We can imagine ourselves inside the future being shown.

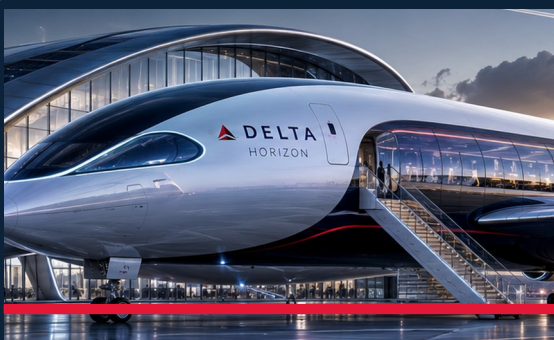
4

FUTURE, NOT FANTASY

Realistic materials, familiar operations and believable engineering keep the vision emotionally accessible.

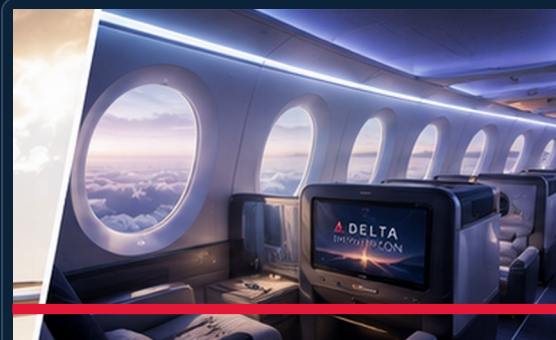
The product is not the aircraft. It is the journey.

Every visual module expands the idea into a believable service ecosystem.



NEXT-GEN FLAGSHIP

A recognizable but reimagined aircraft signals progress at first glance.



PANORAMIC CABIN

More light, more space and a calmer cabin turn flight time into personal time.



DESTINATION LOUNGE

Hospitality becomes part of the brand, not simply a waiting-room benefit.



VISIBLE SUSTAINABILITY

Clean energy and landscape cues make responsibility feel premium and optimistic.

The strategic shift

FROM: airline product features



TO: one elevated mobility experience

“The Future of Flying, Elevated.”

THE FUTURE

Opens a world of innovation and leadership.

OF FLYING

Keeps the idea direct, ownable and category-clear.

ELEVATED

Works literally, emotionally and commercially: altitude, premium quality and a higher standard.

DELTA AIR LINES - WHERE TOMORROW TAKES OFF.

Why it works

“Takes off” is native to aviation, active rather than descriptive, and gives “tomorrow” a physical launch point. It sounds like a campaign line and a promise at the same time.

It does not sell a seat. It sells the feeling of being ahead.

The strongest transportation advertising converts engineering into emotion.

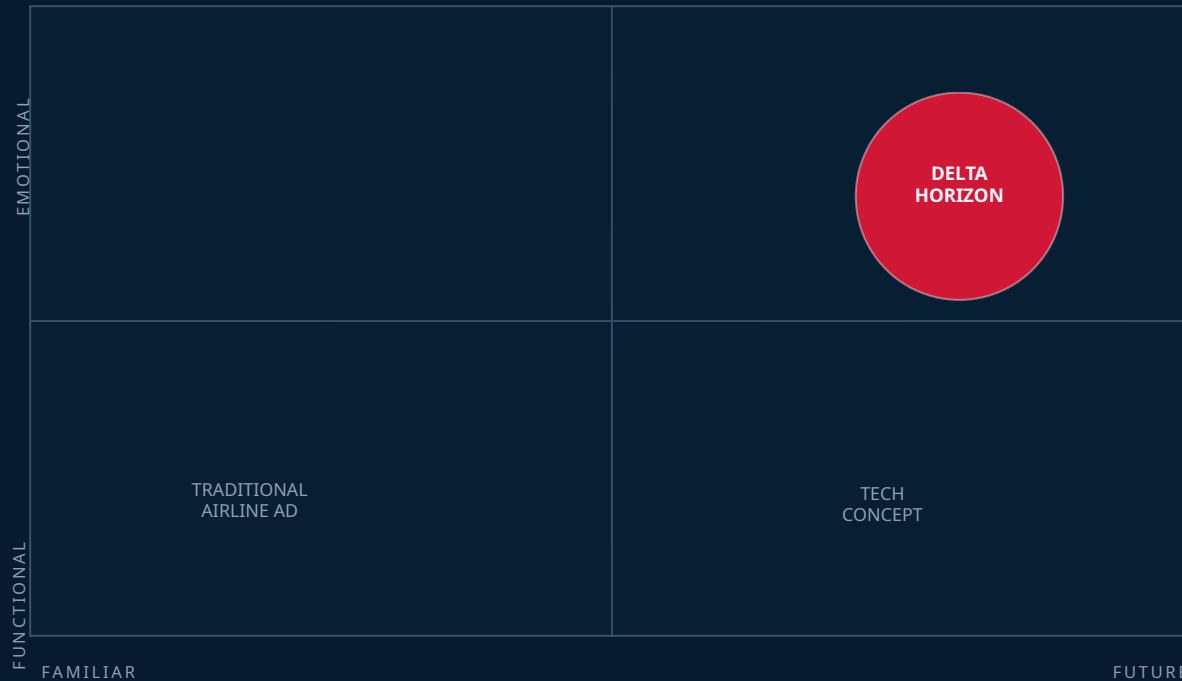
01	INSTANTLY LEGIBLE	Aircraft, terminal, travelers and destination cues establish the category in less than a second.
02	DESIRE BEFORE DETAIL	The sunrise, reflections and scale create emotional pull before the audience evaluates features.
03	PREMIUM WITHOUT EXCLUSION	Luxury is expressed through calm, space and service - not through status symbols alone.
04	MULTIPLE PROOF POINTS	Cabin, lounge, connectivity and clean energy make the future feel operationally credible.
05	CAMPAIGNABLE IDEA	The concept can expand into film, airport media, social storytelling, app experiences and product launches.



THE VIEWER IS NOT WATCHING THE FUTURE.
THEY ARE WALKING TOWARD IT.

Recognizably Delta. Unmistakably forward.

The concept stretches the brand without breaking its visual memory.



RED + NAVY

Existing brand memory remains immediate.



TRIANGULAR ENERGY

Angles and diagonals communicate movement and lift.



OPERATIONAL TRUST

Realistic details protect credibility.



GLOBAL PREMIUM

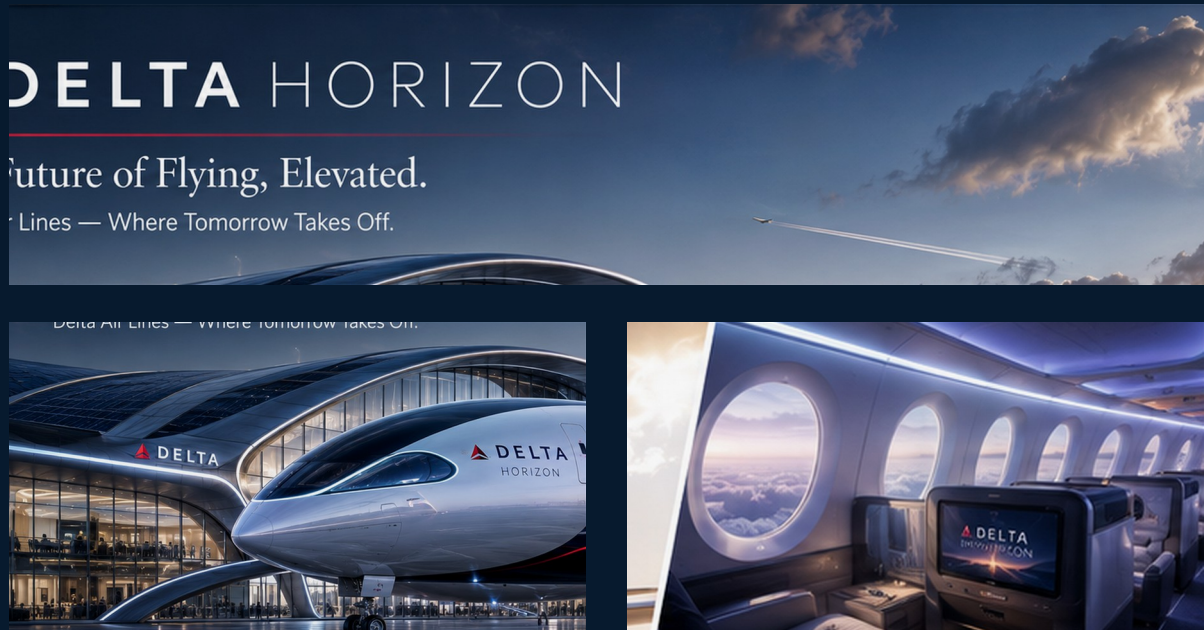
The tone feels international, calm and confident.

The sweet spot

A concept ambitious enough to feel new, but familiar enough to feel possible.

Cinematic scale. Architectural precision. Human warmth.

A controlled visual system makes the speculative idea feel like a real global launch.



PALETTE



DEEP NAVY

#071A2E



SIGNATURE RED

#E31837



AEROSPACE SILVER

#DCE5EC



SUNRISE WARMTH

#F2D4B1

VISUAL CODES

LIGHT

Blue-hour coolness + sunrise optimism

FORM

Long curves balanced by sharp Delta diagonals

MATERIAL

Glass, polished metal, warm wood, soft textile

CAMERA

Low hero angle, wide lens, controlled depth

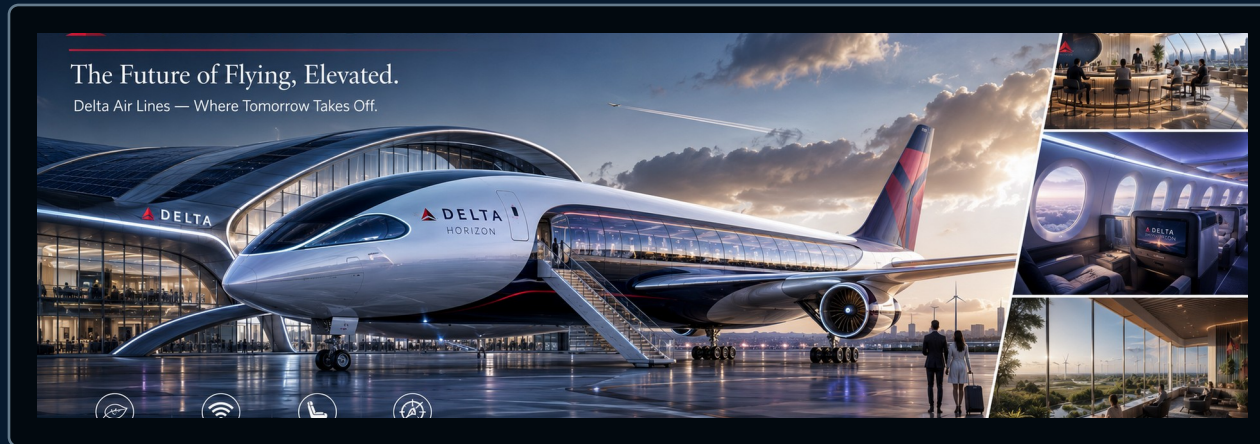
TYPE

Modern sans + editorial serif contrast

Built to live beyond one hero image.

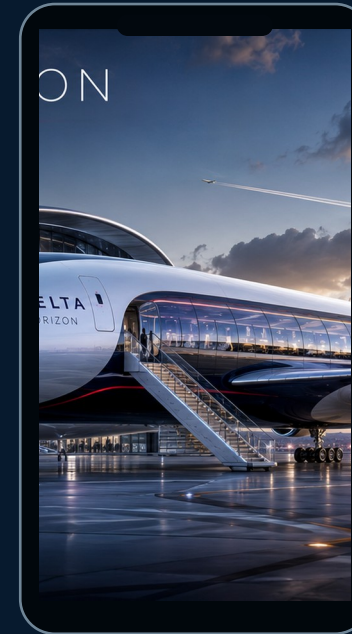
The same idea can adapt across the entire traveler journey.

AIRPORT DIGITAL TAKEOVER

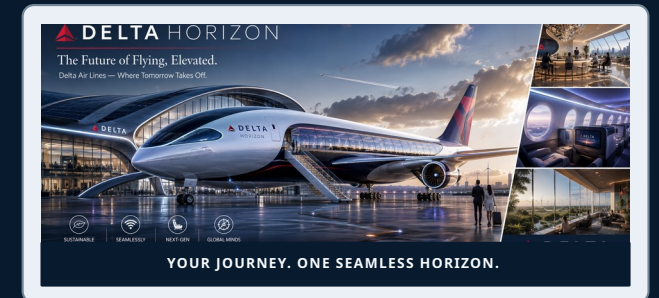


One master idea. Multiple moments of truth.

9:16 SOCIAL LAUNCH



APP + WEB EXPERIENCE

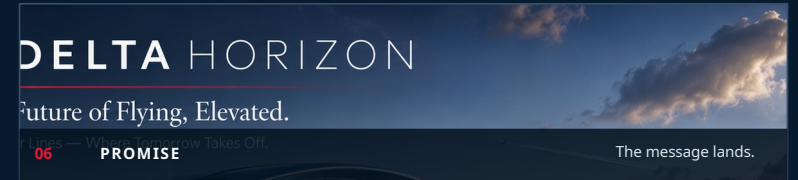


OTHER EXTENSIONS

- Premium magazine spreads
- Lounge environmental design
- In-flight product reveal
- Employee launch film
- Global route announcements

A 30-second launch film: from silence to lift.

The still image already contains the visual grammar for a cinematic reveal.



VOICEOVER "Tomorrow does not wait at the gate. It takes off."

END CARD: DELTA HORIZON - THE FUTURE OF FLYING, ELEVATED.

Simple enough to remember. Rich enough to build a world around.

The image succeeds because it unites a clear product hero, a premium emotional atmosphere, credible innovation and a message with multiple meanings. It gives Delta a future that feels desirable today - and a campaign platform that can grow for years.

- Recognizable in one second
- Emotionally aspirational
- Strategically expandable
- Premium and human
- Designed for motion



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WHERE TOMORROW TAKES OFF.

CREATIVE DIRECTION + CONCEPT
SEBASTIEN SOUDAIS