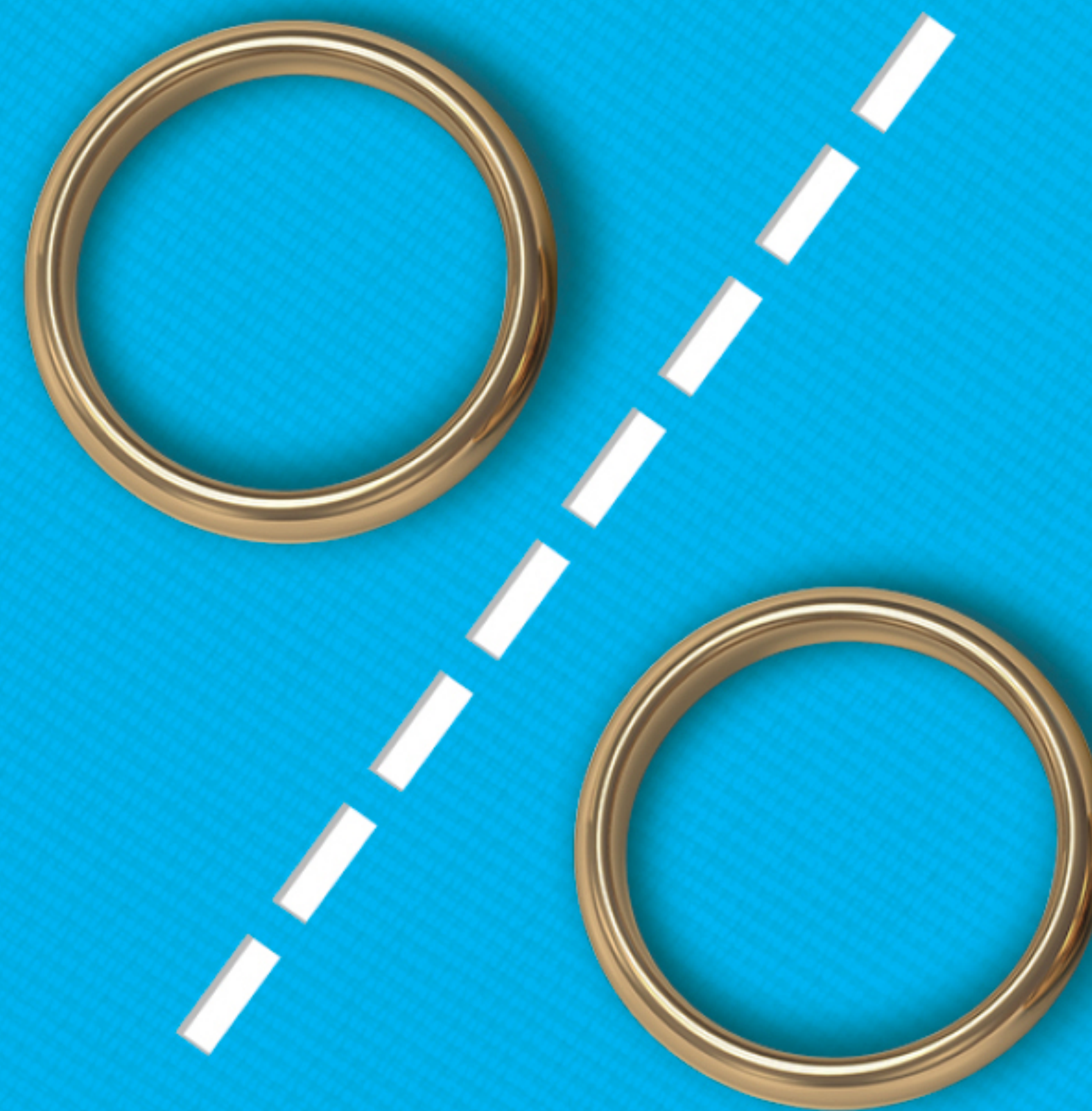


MARRIED  
50 YEARS



# THE PRICE OF MARRIAGE



## Problem:

Arkia is the only airline company in Israel offering a short (5 hours) direct flight to Zanzibar. And yet, when Israeli couples plan their exotic-romantic vacation, their first choices are Thailand or Mexico (over 12 hours flight). So how can we bring Zanzibar closer to couples' top of mind?

## Solution:

A special Valentine's Day offer for the lovers, but only for the couples who needs it the most: **The longer you're married, the bigger discount you get on a flight ticket to Zanzibar.**

MARRIED  
4 YEARS



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