


Toblerones and Kiev's

HOW TO WIN THE ANNA.AERO ARCH OF TRIUMPH



An anna.aero cut-out-and-keep guide to route launch Fire Truck Water Arch styles

1. "TOBLERONING"

Probably the most common error in Fire Truck Water Arch (FTWA) choreography. It's just not an arch. The place for indigestible giant triangles is the duty free shop, not the welcoming apron of a route launch.



2. "GANGNAM STYLE"

Originated in Korea, we don't think it is likely to catch on massively in the network planning community, but thought to have recently become a popular dance among young people (if you believe everything you read on the internet).



3. THE "EAR-WASH"

Sometimes deployed to combat personal hygiene issues associated with pilots on long haul route launches. Very refreshing, but has also been known to provoke unintended passenger evacuation.




4. "BIG BOY, LITTLE BOY"

In fact there are quite a few different, descriptive and medical-sounding names for this style, but luckily we don't have room for them here.



5. THE "KIEV"

This centres on parking the fire truck some distance away and firing long, sharp squirts which fall on the arriving aircraft as if completely by accident. A Ukrainian chef was so inspired by this style that he has invented a delicious, breaded chicken breast dish, filled with garlic butter, which can be stabbed to simulate the same effect, surprising and delighting your fellow diners.



6. THE "LEAPING DOLPHIN"

Absolute perfection. Fire trucks beautifully aligned, those arches elegantly curve and, well, arch-shaped. It's skill, artistry, craftsmanship, and excellence. It's why we made it the anna.aero logo. So, the challenge to airport PR and marketing teams is this: From now on the quality of your fire truck water arches are being benchmarked – so make sure you brief the fire chief on the importance of getting the FTWA right!

Send your entries via the contact page at www.anna.aero