

Non-Stop Fernando - the longest advert ever



Released on: October 25, 2007, 6:50 am

Press Release Author: [Emirates](#)

Industry: [Transportation & Logistics](#)

Press Release Summary: Non-Stop Fernando, a Brazilian with the gift of the gab hopes to set a new record by talking non-stop for 14 hours and 40 minutes about his home city of Sao Paulo for a new Emirates advert

Press Release Body: Brazilians are known for their flamboyant nature, and savvy Sao Paulo native, **Fernando Ferreira** is no exception; he hopes to enter the world record books by talking for 14 hours and 40 minutes non-stop about his city for a new **Emirates** commercial, which has been made to promote a new route being launched from Dubai to Sao Paulo.

The [Emirates](#) commercial was made at Non-Stop Fernando's home in Sao Paulo, where the film crew followed him around for the duration of the advert, whilst Fernando divulges his native wisdom about the city, as well as Brazilian Culture. Fernando continues talking without stopping, and the cameras keep rolling for the entire 14 hours and 40 minutes; there are no breaks, no cuts, no edits and no cheating.

Interested viewers are able to watch a short trailer for the commercial through [Fernando's own page on YouTube](#) while the full endurance advert is available on the [Non-Stop Fernando](#) website.

Viewers can watch Fernando wake, eat, shower, lie in a hammock, dance and play guitar, whilst talking about Brazilian restaurants, art, architecture, literature, food, football, Formula 1 drivers, music, museums, cities, shopping, soap operas, coffee, culture, cocktails, carnival, dating, Portuguese, politics, banknotes and holidays amongst many other things.

The new endurance advert celebrates **Emirates'** newly launched non-stop flights from [Dubai to Sao Paulo](#) and is expected to draw lot of attention to the "New York of the Southern Hemisphere".

Fernando's ability to wax lyrical non stop for 14 hours and 40 minutes is not only an impressive linguistical feat, but also provides viewers with a wealth of very useful information about Sao Paulo and Brazil, which is likely to appeal to anyone thinking of visiting the country.

About

Emirates

Since its launch in 1985, [Emirates Airline](#) has received more than 300 international awards in recognition of its efforts to provide the highest levels of customer service.

Emirates operates services to 94 cities in 60 countries in Europe, North America, the Middle East, Africa, the Indian subcontinent and Asia-Pacific, as well as flying non-stop to six continents from Dubai. New routes include Venice, Newcastle, and Sao Paulo with Toronto, Ahmadabad and Houston launching soon.

Emirates Airline includes Emirates SkyCargo and Destination & Leisure Management (D&LM), which manages Emirates Holidays, Arabian Adventures and Emirates Hotels & Resorts. Emirates Airline is part of the Emirates Group, which also includes associate companies Dnata, Mercator, Transguard and EmQuest.

Web Site: <http://www.emirates.com/>

**Contact Details: Emirates PR contact:
Matt Howard - Media Relations Manager
Emirates Group
Emirates Headquarters**

**Near Clock Tower
Dubai
United Arab Emirates
+97142032165**