**How Digital, Mobile Have Inspired Lufthansa to Add Value**

Lufthansa's Alexander Schalubitz talks about how the personalization capability of digital inspired the airline to put the consumer at the heart of the business, and how its mobile strategy involves delivering inspirational content. While "people are on the go we are trying to deliver pieces of content that will allow them to escape, start fantasizing and initiate the first thoughts about a potential next trip," Schalubitz says.

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[***http://www.thedrum.com/news/2015/09/23/how-lufthansa-pushing-its-premium-credentials-beat-competition-low-cost-airlines***](http://www.thedrum.com/news/2015/09/23/how-lufthansa-pushing-its-premium-credentials-beat-competition-low-cost-airlines)