



Marketing, September 2007

ZUJI champions a queue cause

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Singapore - Online travel agent Zuji has launched a 'Quit the line' campaign to encourage people to buy travel online in view of the large crowds and long queues at the ongoing NATAS fair. In response to this addiction to queues, it will distribute ZO cards islandwide to promote the 'Queue Rehab Programme' and channel consumers to its website. Affixed to the card are blue campaign badges with a similar message.

Philip Ho, general manager, Zuji Singapore said, "We've always pushed creative boundaries to come up with witty campaigns to catch the attention of travellers. For the 'Book Online' campaign, we wanted to give something iconic and memorable to remind people that travel booking can be done conveniently online on Zuji. Hence, we came up with the idea of badges people can wear, carry or simply keep with them for a long time."

The sale period for its NATAS deals ends 16 September. This initiative is a continuation from Zuji's previous 'World on Sale' campaign.

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ZUJI puts the badge on and promotes online bookings

Online travel guru ZUJI launched a campaign with ZoCard, employing good usage of creative ideas with four designs. Badges were also attached to further enhance and increase awareness of the online booking of tickets. A total of 40,000 cards were distributed across the island amongst cafes and casual dining, wine and dine outlets, pubs and clubs, fitness, spa and health recreation centres, shops and shopping centres, corporate organisations, service apartments and offices, as well as advertising agencies and media houses.



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quicky manner with a call to 'quit'. On the ZoCard, zuji.com.sg was positioned as the 'helpline' for travellers who want to give up queuing for a holiday.

ZoCard is a cost effective and an impactful way to reach Zuji's target audience.

A wide distribution network also ensures a wide target audience reach. Moreover, ZoCards are for keeps as they have their own fans and collectors. We wanted to give something iconic and memorable to remind people that travel booking can be done conveniently online on Zuji, thus we came up with the idea of attaching badges onto the ZoCards, as people can wear, carry or simply keep the badges with them for a long time. It also helped that ZoCards were adventurous and accommodating to our creative approach.

We experienced a good spike in overall bookings during the campaign period, and we believe the ZoCards platform was one of the contributors to the good results.

Philip Ho
General Manager
Zuji Singapore