



Breaking News

"Ditch the Bus, Fly with Us!" - Tiger Airways' Latest Guerilla Campaign

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"Ditch the bus, fly with us!" roars Tiger Airways' latest guerilla campaign to promote cheap flights to Kuala Lumpur. Tiger Airways launched this guerilla marketing approach in the bid to create awareness and drive interest to their online flight booking method as well as to promote faster alternative travel means to Malaysia.

This tactical approach is first for the low-cost carrier in Singapore and management of the event was coordinated and executed by ZoCard with the help of cheerleaders to generate a stir with the guerilla campaign at places such as Raffles Place, Orchard Road, Golden Mile and Queen's Street. The girls, armed with placards marched around and handed out ZoCards, which was specially printed for this 7-week campaign to interested individuals and passerbys. The vibrant cheering and occasional slogan chanting by the cheerleaders attracted even the white collared crowd, with a highly noticeable interest generating from the successful handout rate of the cards.

Tiger Airways engaged XM Asia Pacific and ZoCard to undertake this activity to promote its fabulous fares on the Kuala Lumpur - Singapore route. The Tiger Airways brief was to have something with cut through as this route was opened up to true low fare competition on 1 December 2008 allowing Tiger Airways to increase flights from 7 return flights a week to 34 return flights a week– the Cheeky Cheerleader concept certainly fitted the bill. In true Tiger Airways style, the airline slashed fares to an all time industry low of \$25, inclusive of taxes and charges, to support the promotion.

Through literally shouting from the rooftops, the cheeky Tiger Airways cheerleaders have driven awareness of the airline's new flights and fantastic fares. Importantly customers have reacted with increased bookings at www.tigerairways.com.

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