



S I A

The Business :

The SIA story began in May 1947. Today, SIA is internationally recognised as one of the world's leading carriers. Singapore Airlines was the pioneer of inflight services such as free drinks and complimentary headsets. Our route network spans 90 destinations in almost 40 countries and we have a young, modern fleet of aircraft. SIA will also be the first Airline to operate the world's largest aircraft, the Airbus A380, in the first quarter of 2006.

Role :

Marketing Communications and Events Strategy for SIA's 50th Golden Anniversary Celebrations

Budget :

S\$3 & \$5 million (US\$2.1 & US\$3.5 million)

Timeframe :

Six-month programme

Agencies Involved :

- The Singapore Tourism Board (STB)
- International Enterprise Singapore (IES)
- Pacific Asia Travel Association (PATA)
- Ministry of Trade and Industry (Singapore)
- National Association of Travel Agents of Singapore (NATAS)



MINISTRY OF TRADE AND INDUSTRY

Work :

Integrated Strategy	Rationale
International Advertising Campaign (Television, Radio, Print)	Perceptions Management
International Award-Winning Cultural Performances	Cultural Message
Travel Exhibition Fair	Industry&Enterprise Message
International Travel Contests	Mass Appeal
Malaysia-Singapore Car Rally	Sports & Outdoor Flavour
Opening Ceremony Press Conference	Official Protocols

Vendor Agencies Involved :

Integrated Strategy	Rationale
BBDO International	Creative Agency
PICO	Exhibition Booth Infrastructure
Meeting Planners International (MPI)	Event Management
SACEOS	Industry Support
Suntec Singapore	Venue
Ministry of Information and The Arts (MITA)	International Media: Journalist Fly-In Program
Singapore Press Holdings (SPH)	Local Media Campaign

Crisis Management :

1997 SilkAir Crash (24-Hour Change in Copy, Visuals for Advertisements; Speeches)

