

# Scoot Advertising Proposal

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# Executive Summary

## **Overview**

Low cost traveling started in Singapore in 2004. Since then the industry has grown rapidly and namely Airlines like Tiger Airways, Jetstar Asia Airways and AirAsia has been able to prosper due to their competitive prices.

However, all might not be as rosy in the aviation industry. Escalating fuel costs, debt troubles in Europe and natural disasters threaten the industry's profitability. With oil prices sky rocketing to over \$100 a barrel, and expecting to remain high over the next five years, elevated oil prices will keep the airfare prices high. According to Jeff Knittel, the 2012 outlook for the global aviation sector is dependent on the overall global economical growth.

Despite these headwinds, there is still hope at the end of the tunnel. Rising disposable income, tourism promotions and low-cost airlines will assist the industry's revenue growth for the next five years.

## **Task/Target Market**

Scoot, having recently entered the industry via the support of its parent company, Singapore Airline, is vying for a place within the industry front runners. With its maiden flight set to depart in June 2012, Scoot has thus tasked us to promote its flights for the June holidays, during the April - May period, in hope to promote trial and infuse brand switching amongst those in Singapore, who lead a conventional family life, and seek to give better to do their families daily..

## **Competitiveness**

A common trend between its competitors; however, is the very closely watched price war between each other. Due to the competitive nature of the industry, every move a competitor takes in differentiating itself is a positive maneuver in gaining a leverage in profit share.

## **Conclusion**

Thus, this Advertising plan aims to give insight into the current low cost carrier industry, by giving Scoot an edge over its three competitors. Furthermore, the proposed campaign aims to build a brand image of understanding and resonance with Scoot's target market in Singapore to employ Scoot as the Airline that accommodates their needs.

# Situational Analysis

## SWOT Analysis

### Strengths

- Scoot has cheaper and much competitive prices against the competitors
- Scoot can benefit from the highly reputable parent company, SIA
- Scoot has a comprehensive online travel guide for customers as value-added service
- Scoot has stability in operation from sufficient injection of funds from SIA
- Trained by SIA, Scoot's service crew standards will be on par to SIA

### Weaknesses

- Scoot has no customer base to work on as it is a new business venture
- Due to limited aircrafts, Scoot might be unable to cater more flights for the destinations they provide.
- There is a lack of presence of Scoot in the aviation scene
- There is little brand differentiation from its competitors due to the common terminology "budget airline".

### Opportunities

- There is an increase in tourism growth in Singapore
- There is a rise of budget traveling demands for Asia destinations
- Consumers are looking to more ergonomic travel planning tools to help them map out their traveling itinerary
- Social networking platforms are rapidly gaining popularity and becoming a medium to spread information

### Threats

- Recent rising fuel costs are increasing operational costs
- There is an increase of 5.7% inflation rate that will have customers cutting spending
- Rise in businesses switching to video conferencing will affect sales of our business class
- The trending disputes between the employees and SIA could potentially affect crew members in Scoot, leading to a weak working relationship

## Scoot’s Marketing Mix (4Ps)



<p style="text-align: center;"><b>Product</b></p> <ul style="list-style-type: none"> <li>• Scoot offers three destinations, Singapore, Gold Coast, and Sydney.</li> <li>• The “Frills” – allowing customers to choose what they want to spend for the flight</li> <li>• ScootBiz – business class</li> <li>• Travel guide of destinations for customers</li> <li>• Offers same quality service as of SIA</li> </ul>	<p style="text-align: center;"><b>Price</b></p> <ul style="list-style-type: none"> <li>• Scoot’s round-trip prices range from SGD240- SGD400 on average.</li> </ul>
<p style="text-align: center;"><b>Place</b></p> <ul style="list-style-type: none"> <li>• Personal Website</li> <li>• Changi Airport Terminal 1 (Sales Office)</li> </ul>	<p style="text-align: center;"><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• Scoot now focuses their advertisement mainly online and outdoor.</li> <li>• Blog microsite to constantly release updates to customers</li> <li>• Surprise sales promotions like ‘1st flight for free’ or ‘30 seconds to free tix’</li> <li>• ‘You Decide the Fare’ promotion that gives the discounted price consumers decided</li> </ul>

## Marketing Mix of Competitors - Competitor's Analysis



<p style="text-align: center;"><b>Product</b></p> <ul style="list-style-type: none"> <li>• Flights to all major cities of Australia like Sydney and Melbourne, certain areas of China, and Singapore.</li> <li>• iPad for rental.</li> <li>• value-added services such as hotel booking, car rental, and flight insurance.</li> </ul>	<p style="text-align: center;"><b>Price</b></p> <ul style="list-style-type: none"> <li>• Jetstar's prices range from SGD240-SGD850 on average.</li> </ul>
<p style="text-align: center;"><b>Place</b></p> <ul style="list-style-type: none"> <li>• Travel Sites. E.g. Zuji.com</li> <li>• Travel Fares. E.g. Natas Travel</li> <li>• Personal Website</li> </ul>	<p style="text-align: center;"><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• Jetstar has advertisement on broadcast, print, online and outdoor medium. They mainly focus on TV.</li> <li>• Seasonal offers and special packages</li> </ul>



<p style="text-align: center;"><b>Product</b></p> <ul style="list-style-type: none"> <li>• Flights to Australia (Domestic) &amp; Most Asian Countries</li> <li>• Value-added services such as hotel booking, car rental, and flight insurance.</li> </ul>	<p style="text-align: center;"><b>Price</b></p> <ul style="list-style-type: none"> <li>• Tiger's prices range from SGD240-SGD480 on average.</li> </ul>
<p style="text-align: center;"><b>Place</b></p> <ul style="list-style-type: none"> <li>• Travel Sites</li> <li>• Personal Website</li> </ul>	<p style="text-align: center;"><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• Tiger focus their advertisement mainly online. Mainstream advertising are only done in Australia to promote their domestic flights.</li> <li>• Consumer microsite for customers to blog of their travel experiences.</li> <li>• Tiger's sales promotions are mainly focused towards members to promote their CRM.</li> </ul>



<p style="text-align: center;"><b>Product</b></p> <ul style="list-style-type: none"> <li>• Handful of flights to Australia and China; Mostly other Asian countries</li> <li>• Kids Travel Deals</li> <li>• Online Mega Store</li> <li>• Value-added services such as hotel booking, car rental, and flight insurance.</li> </ul>	<p style="text-align: center;"><b>Price</b></p> <ul style="list-style-type: none"> <li>• Air Asia's prices range from SGD580-SGD1180 on average.</li> </ul>
<p style="text-align: center;"><b>Place</b></p> <ul style="list-style-type: none"> <li>• Group Buying Sites. E.g. Groupon</li> <li>• Personal Website</li> </ul>	<p style="text-align: center;"><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• AirAsia has advertisement on broadcast, print, online and outdoor medium.</li> <li>• Sponsoring automotive sports like F1 Grand Prix and MotoGP.</li> <li>• AirAsia constantly conduct sales promotions that offer deals as low as SGD300 or discounts of baggage fees.</li> </ul>

## Research

### Research Objectives

- To find out the actual brand perception/portrayal of Scoot amongst Singaporeans
- To find out the lifestyle and media habits of its target market

### Research Design

#### Methodology

Quantitative Research

- Cross Sectional
- Simple Random Sampling (300 Sample Size)

Survey results are summarised in advertising problems and opportunities.

## Advertising Problems

Scots promotional activities have been successful, and its overall communication tools used have thus far been effective. Most notably, its parent company, Singapore Airlines ranked #1, in the eyes of the respondents.

Respondents from the survey mostly viewed scoot as a budget airline carrier, which has an easy going personality, catered towards young adult and family travels. Price wise, consumers expect Scoot to offer inexplicably cheap airfares. This is a major problem that Scoot faces, as branding oneself as “cheap” creates a definitive problem towards sustainability.

Another area of improvement that Scoot should focus on is in its preference ranking. Consumers were spoilt for choice between Air Asia and Jet Star, whilst Tiger Airways came in next behind them. As mentioned earlier, Scoot still is relatively new in the market; hence, response and perspective towards Scoot as a preference would be vague due to its lack of trial thus far.

## Advertising Opportunities

Scots first promotional activity with its mailing list promotion was sold out within a matter of hours; proving the accuracy of the survey, that consumers view discounts as the most attractive incentive. Understandably, a continued discount promotion would put a strain on operating costs. As such, Scoot should find other means and way to lure consumers to initiate trial with its carrier. (e.g. Such as building a strong brand image around it)

Most respondents viewed that they would diligently fly with a carrier if they were part of a loyalty programme with added incentives. Scoot can leverage on this with an integrated customer relationship management (CRM) programme.

Although further promotional discount rates might not be available, its current pricing is still considerably lower than its competitors. Thus, Scoot can make use of this to initiate trial amongst its consumers through an advertising campaign, directed at flights during the June holidays, with a direction towards its website to persuade consumers towards a call to action.

It would lastly be keen to note that social networking sites such as Facebook and Youtube are a big hit with its consumers. Such sites can be leveraged upon to promote positive word-of-mouth.



# Key Strategy

## Target Audience: Demographics and Psychographics

### Demographics

- Gender: Male & Female
- Age: 34-45 Years of Age
- Life Responsibility: Parents
- Nationality: Singaporeans and Permanent Residents
- Monthly Household Income: \$4000 - \$8000
- Education Level: Diploma and Above

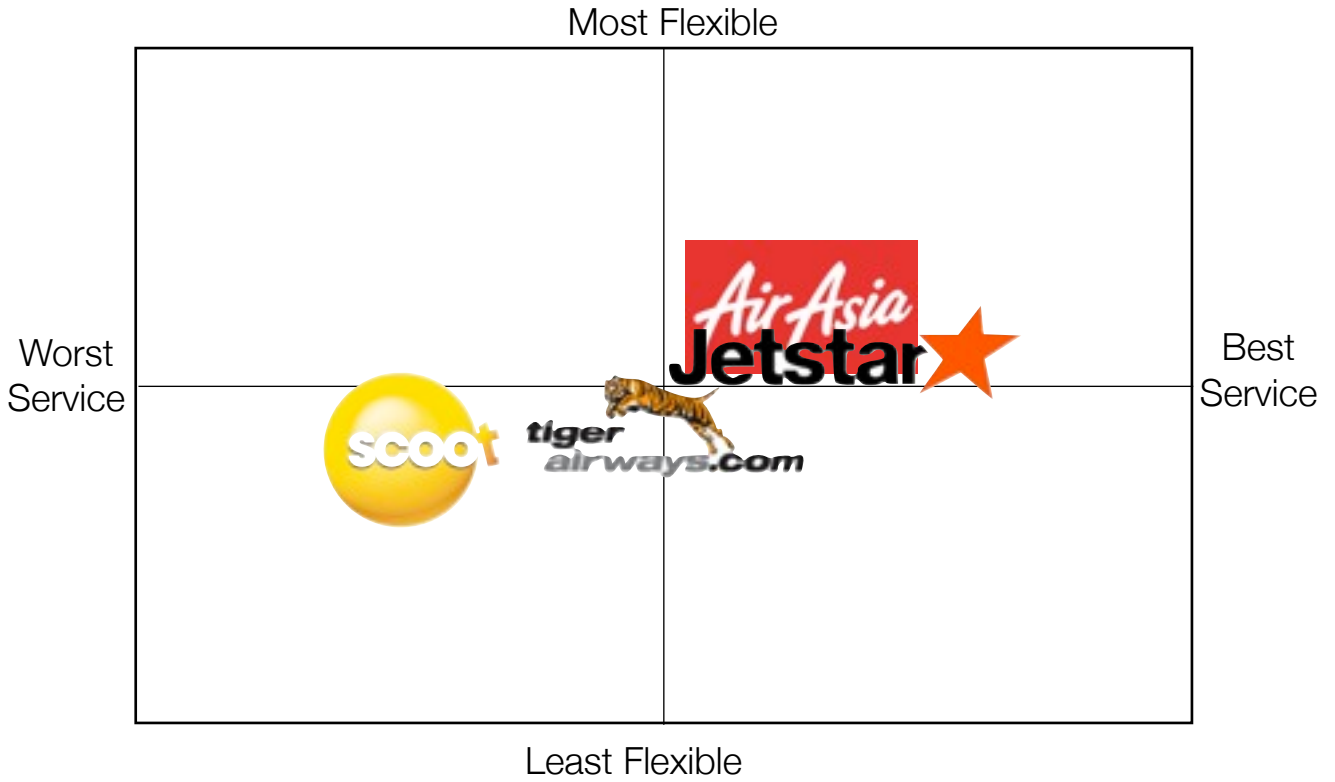


## Psychographics

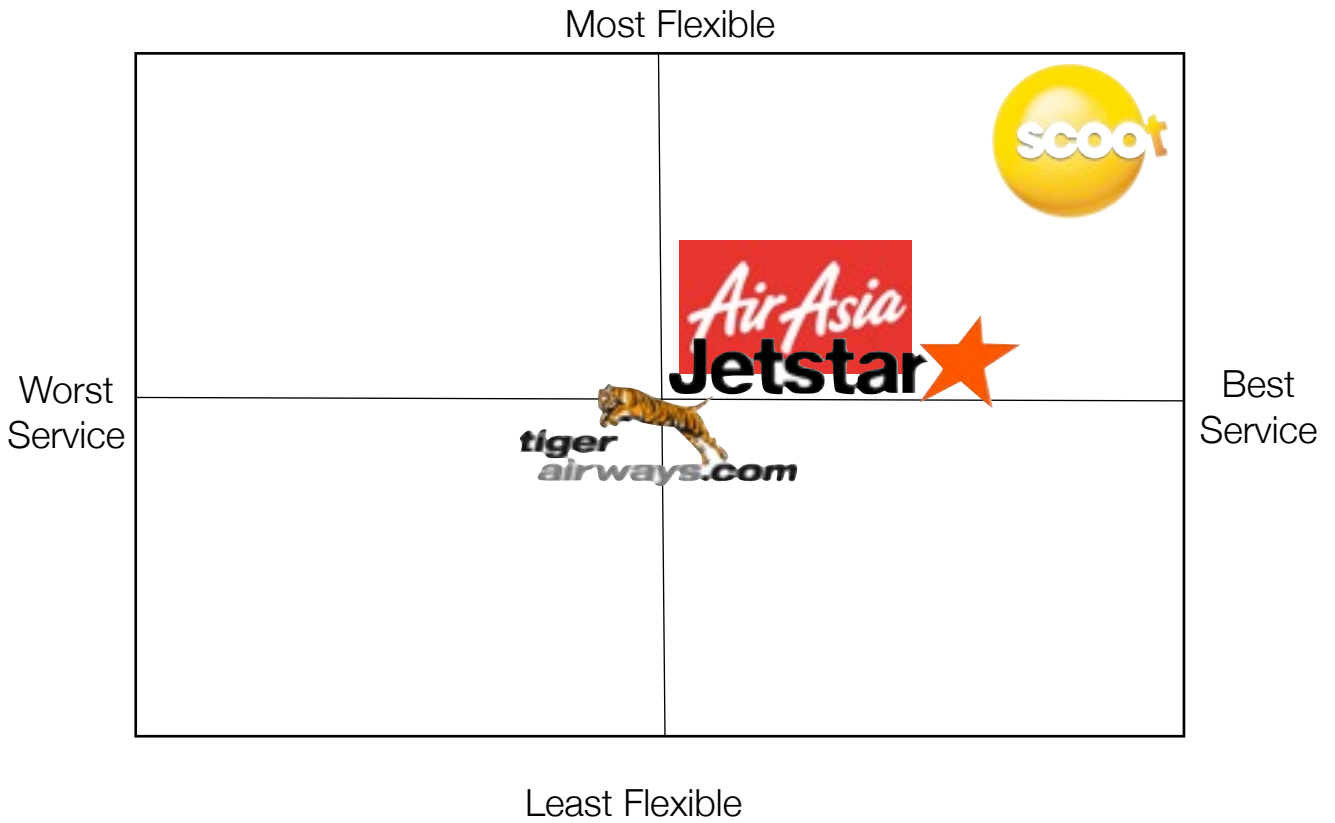
They are constantly finding ways to give their children more opportunities and experiences they deserve. As such, both parents have to constantly shuffle their work schedule to try and accommodate and give their children more quality time with them. School holidays are a bonus for them, as their children are on vacation; however, normal airline tickets are usually too expensive, and budget airlines do not come with the frills they desire.

- Roy Morgan's value Segment: Conventional Family Life
  - Time and effort devoted to building a "home"
  - Desire to give more to their children
  - Want to enjoy family life
- They usually pounce on school holiday periods such as June and December to go on vacation
- They rely on newspapers and friends (Word of Mouth) for information
- They like going for musicals as a form of relaxation
- They enjoy taking their children for educational excursions such as walks in botanical gardens, theme parks, the zoo and other places which promote a sense of enjoyment and learning altogether
- They look for good deals online for travel fares; however, find the price of normal airline carriers too expensive, and do not appreciate the service standards and amenities that come with budget airlines
- Price is a major factor for them, followed by comfort and reputation of the airline
- With Scoot, they are expecting to receive cheap airfare, accompanied by comfort and good service.
- Although many of them do not belong to a frequent flyer program, they will continually purchase tickets from the particular airline carrier, if they are part of a frequent flyer program with them.

### Current Perceptual Map



### Future Perceptual Map



## Positioning Statement

**“Only Scoot puts “you” first in every decision, because everything about the air travel experience should be accommodating towards you”**

## Advertising Objectives

- To increase awareness of scoot to a level of 85% amongst sample size surveyed
- To inform and become the preferred brand choice amongst the target market for budget carriers (Moving from 4th position to 1st)
- To inform and persuade consumers to travel with Scoot this June Holidays

# Creative Strategy

## Message Strategy

We have chosen “**Slice of Life**” as our message strategy.

The advertisement’s message has to resonate with our target market. The scenarios portrayed have to be scenes that our target market can understand and relate to. The flexibility and service structure of the airline will allow the target market to realise that Scoot fills a void between existing budget carriers and normal airline carriers. The main idea behind this strategy is derived from our single-minded proposition, ‘An Accommodating Experience’.

This strategy enables Scoot to stand out as the only Budget Airline Carrier that really understands what consumers want, and gives them a choice to decide what they need and want before and during air travel.

Finally, the strategy should encompass these three areas:

- Scoot is the only budget airline that puts consumers first
- Scoot brings about a different air travel experience unlike other budget carriers (Accommodating)
- Scoot is the most flexible budget airline carrier, accommodating consumers’ needs and desires

## Single Minded Proposition

### An Accommodating Experience

## Tone of Ad Campaign

### Tone

- Heartfelt/Contemporary
- Light Hearted
- Assuring

**“Only Scoot puts “me” first in every decision, because everything about the air travel experience should be accommodating towards me!”**

The tone of the Ad Campaign aims to bring out the following points:

- Scoot is a fun and easy going airline, that understand me
- Scoot gives me the assurance that I can make my own decisions to enhance my air travel experience
- Scoot assures me that if something falls out of line, they would definitely do something to make my air travel experience, a pleasant one.

## Colour Scheme

The colour scheme of the advertisements should contain these three mandatory colours:

- Yellow
- Black
- White

The colours have to be vibrant, succinct and readable. Most importantly, it has to relate to our target market, and enable our target market to link these colours back to Scoot.

From our survey findings, 79.2% of the respondents knew the brand “Scoot”. Moving away from the brand colours would require consumers to have a change in mindset and cognition responsiveness towards the brand.

Throwing black into the colour scheme allows for the yellow and white to stand out, as well as meeting the same colour scheme of the Scoot website itself.

# Creative Execution

The first phase of the campaign would draw everyone's attention that Scoot is an accommodating airline that reaches out to its consumers to fulfill desires on board an airplane. It would play on four scenarios, namely

- Getting a desired food
- Getting a manicure
- Getting "extra frills"
- Getting a hair cut

The decision to portray only four scenarios is such that information overload does not occur with our target market. The scenarios play on different insights for our target market to relate with, but most importantly, gives a clear indication that Scoot goes the extra mile to make a customer's flight, a memorable and pleasant one.

Direction of these advertisements will guide consumers towards [www.flyscoot.com](http://www.flyscoot.com), to encounter themselves how flexible and reliable, the flight booking system really is.

Most importantly, the concept behind the creative strategy is to be succinct and clear about our message. It has to be easy to understand and quick to comprehend. Lastly, it has to resonate with our target market and build a strong brand image for Scoot.

Next, a viral TVC will be introduced in a two-part series that would portray and exaggerate the uniqueness and differentiating factors (Accommodating Experience) that positions Scoot in a different aspect from its competitors. The scenario chosen plays on an aspect that touches the heart of many families: Love; as it portrays that Scoot is flexible to any idea a consumer may have, to make his/her flight a more pleasant and memorable one. The scenario chosen for the two part viral advertisement will be:

- Marriage Anniversary Surprise (part 1)
  - Dad, together with children saying their vows on board a plane to Mum
- Marriage Anniversary Surprise (part 2)
  - Mum reciprocating the act with words of love for her family and husband

Being a viral advertisement, there will be no logos or taglines being placed in the advertisement. Air stewards and stewardess will; however be wearing the Scoot uniform to

give consumers a hint on which airline this was done in. The video will also be off low quality; from an angle of an adjacent seat, taken with an iPad (provided by the plane).

This would allow consumers to visualise and perceive that such a scenario actually happened on board a plane. They would then be curious to know which airline it happened on, and how accommodating the airline was to allow such a thing to happen.

The scenario most importantly resonates well with our target market, as they strive to give their family better, everyday of their lives. One aspect of being able to give more, would be to have a strong family nucleus bounded by love; and what better way to renew this love by being the first ever family to do it publicly, on board an airplane.

The viral will be uploaded onto Youtube, and shared via the Scoot's Facebook page as well, acting as a medium to tell consumers, "Have you seen the latest accommodating experience we did?"

A further promotion, explained further down in the report will act as a continuation for consumers on this "accommodating journey".

The four main scenarios for are listed below. Remainder Creative Mock Ups can be found in the Appendix.





# Promotional Activities

## Promotion Objectives

- To increase the number of flight purchases during June Holidays by 15%
- To induce brand switching amongst consumers
- To induce brand loyalty with current and future customers

## Consumer Promotion

Roadshow Promotion Launch + Loyalty Programme

**Name of Promotion:** An Accommodating Experience

**Product Scope:** Flight service quality and Flights offered & “An Accommodating Experience” promotion launch

**Market Scope:** Singapore

**Promotion Offer Date:** 1st May

**Distribution Methods:** Radio (28-30th April) & Newspaper (29th April) Advertisements

### “An Accommodating Experience” Roadshow

**Duration of Roadshow:** One Day (1st May)

**What is the offer in the promotion:**

- Customers who purchase their flight tickets from (1st May) will be asked to write down an experience which they wish to have on a plane. As an ongoing promotion, every month, two winners will be picked and the “experience” will be carried out on their respective flights.
- Videos will be taken via iPad on all winners’ experience and posted viral via Scoot’s Facebook Page and Youtube.

**The Mechanics Involved:** Every passer by is entitled to:

- A free food sampling area
- First hand interaction with flight stewards and stewardess
- Flight simulation (Every half hour, 20 people are allowed into the flight simulation, and one winner will be picked and be allowed to choose “An Accommodating Experience” which they would like to see being fulfilled for them during the flight simulation)

The five scenarios for the winners to choose are :

(1) Birthday Celebration

(2) Foot Massage

(3) Shoulder Massage

(4) Express Manicure and Pedicure

(5) An Exquisite Delicacy

- Tutorials on flight booking mechanisms and feedback channels
- Derivatives every passenger is entitled to choose from

**Venue:** Ngee Ann City Civic Plaza

## Loyalty Programme

**Name of Promotion:** The Bees card

**Duration of Promotion:** 1st May onwards (Lifelong membership)

**What is the offer in the promotion:**

- Loyalty Programme - Scoot Membership Card
- Points Redemption System - Redemption of gifts/upgrades
- For E.g. - 1000 points redeems a free iPad rental on your next flight

**The Mechanics Involved:**

- The Bees Card

**Purpose:** Loyalty programme to allow customers to alter their itineraries with special perks, incorporating a “more accommodating experience”

**Qualifies:**

- Customers who have booked flights before the 1st of May would be sent a direct mailer on the loyalty programme, and a reply slip if they would like to be part of it.
- Customers who purchase tickets during and after the first of May would be prompted during purchase whether they would like to be part of the loyalty programme.

**How It Works:**

- Points are clocked based on the distance travelled each time. (1KM = 10 Points)
- Upon purchasing one’s next travel itinerary, there will be a prompt for the customer if he/she would like to redeem their points accumulated based on their account information.
- Points may be used to redeem
  - Free Airport transfer
  - Air Fare Reduction (Discount Coupons)
  - Free Meals
  - Upgrade to business class
  - Accommodation (Discount Coupon)

**Checking of Points:**

- To check the number of point accumulated, visit [www.flyscoot.com](http://www.flyscoot.com) and click on ‘Bees Card’. Key in your serial number to find out the number of Bees Points accumulated.

Along with the loyalty programme, Scoot’s Facebook and Twitter page should be incorporated as a CRM tool. It should be used as a feedback channel for customers, a means of sharing new promotions to customers and allowing new ideas from customers to incorporate a much more accommodating experience in their air travels.

Promotional activities advertisements can be found in the Appendix, under the heading, Radio (30 Sec) and Sunday Times (Front Cover)



Bees Card "User Summary" on Scoot's Website



Scoot's Facebook Page, incorporating a newer and fresher outlook, as a CRM initiative

# Media Selection

## Media Objectives

- To formulate a media mix that is in sync with the lifestyles of our Target Audience so as to reach them effectively
- To reach of at least 80% of our target audience

## Media Strategy

### Media Plan

April 2nd 2012 to May 27th 2012

### Seasonality

The campaign will take place during the initial months building up to the June holidays, encompassing our Advertising objectives.

### Geography

The campaign will take place in congruence with the lifestyle and media habits of the target market, as attained from the survey. As they are always on the go, and mostly around the central business district and other central shopping districts in Singapore, the out of home mediums used will be situated in these locations. Being avid users of the internet as well, online banners and social networking sites will aid in reaching out to them.

### Scheduling Pattern: Continuity

The campaign starts off by building up hype about a new branding which Scoot is initiating, after which, the viral ad then illuminates the whole campaign, bringing about talkability, along with the promotional activities. while the initial ads are still in place continuously, until the campaign comes to a halt.

## Effective Reach/ Frequency Goals

During the whole campaign, we hope to reach at least 80% of our target audience. After this point, it is hard to get incremental reach. We aim to reach this target through Outdoor Media and Digital Interactive Media Platforms.

## Media Selection

### Broadcast

	REACH	STATION PROFILE	CIRCULATION	MEDIA ENVIRONMENT
<b>CLASS 95</b>	682,000	Aged 25 to 40 years. 60% are PMEBS/White Collar	-NA-	Singapore's Number 1 English station

### Print

	REACH	READERSHIP PROFILE	CIRCULATION	MEDIA ENVIRONMENT
<b>Sunday Times</b>	1.42 million	Financially well-to-do and educated. 47% of SUT readers are affluent PMEBS with the means to spend.	362,000 copies per issue	Most widely read newspaper in Singapore on Sunday.

### Out Of Home (OOH)

	REACH (2 WEEKS)	VIEWERSHIP PROFILE	FREQUENCY in 2 weeks	MEDIA ENVIRONMENT
<b>Bus Stop (Business Network)</b>	59% of PMEBS (708k)	High income & willing to invest in luxury goods	15.2 times	Targets the 9ine-sixers who are typically time-poor but with high spending power.
<b>Bus Stop (6 &amp; the City)</b>	20.5% of residents & shoppers in the city	8.2% of the population reside in the Central area of Singapore.	11.7 times	6 & The City Network is guaranteed to capture the attention of thousands of desirable high-income consumers who live, work and play in the business and prime retail districts.
<b>SBS BUS</b>	72% of SG population (3.73 million reach)	54.7% female, 45.3% Male, with 54.7% of bus commuters working	-NA-	Exclusive network of 1065 buses. Having a captive audience with an average exposure rate of 17.7 minutes per journey

## Online

	REACH	VIEWERSHIP PROFILE	CIRCULATION	MEDIA ENVIRONMENT
<b>Facebook</b>	800 Million	Students/ Young Working Professionals/ PMEBS/ Retirees  (can be customized to specific demographics)	-NA-	Ranked as the most used social networking service by worldwide monthly active users.
<b>Twitter</b>	140 million	Students/ Young Working Professionals/ PMEBS/ Retirees  Women is the larger demographic	-NA-	With 340 million tweets per day. Twitter is ranked as one of the ten-most-visited websites worldwide
<b>Youtube</b>	800 million views monthly	27.9 million men aged 18-54 <ul style="list-style-type: none"> <li>• Influential</li> <li>• Online everyday</li> </ul> Audience 34.7 million women ages 18-54  <ul style="list-style-type: none"> <li>• Influential</li> <li>• Online everyday.</li> </ul>	-NA-	The world's most popular online video community, allowing millions of people to discover, watch and share originally created videos.
<b>Trip Advisors (Travel Website)</b>	50 million unique visitors (worldwide, monthly)	Interest in traveling and Sharing Tips	-NA-	TripAdvisor is the world's largest travel site, enabling travelers to plan and have the perfect trip.
<b>Expedia</b>	60 million online travellers (Worldwide)	Mix of families, singles, business and leisure travellers spanning a wide range of ages. Well educated and have an active lifestyle and high discretionary income.	-NA-	As the leading online travel provider globally, the Expedia.
<b>Zuji</b>	34 Million worldwide	51% are male and 49% females, travel frequently. 74% plan and book travels online. 44% enjoy short breaks. 78% communicate with others online on social networks like Facebook, Twitter etc.	-NA-	ZUJI offers marketers a wide array of opportunities to reach over 34 million unique internet users throughout Asia Pacific and around the world.

## Media Schedule

### Print Media Schedule

Media	Size/Position	Cost/Insertion	Total No.	April	May	Total Cost
Sunday Times	Full Page	\$28,692	1			\$28,692
Bus Stop (OOH)	6 Sheet	\$560	200	Full Month	Full Month	\$112,000
SBS Bus	Wholly Painted	\$2,990/month	35	Full Month	Full Month	\$209,300

### Broadcast Media Schedule

Station	Program Time/Loading	Duration	Cost/spot	Total No.	April	May	Total Cost
Class 95	Morning (0645-1000)	30 Sec	\$220	2	3 Days	\$1320	\$1320
	Lunch (1000-1400)	30 Sec	\$220	4	3 Days	\$2640	\$2640
	Day (1400-1700)	30 Sec	\$210	4	3 Days	\$2520	\$2520
	Evening (1700-2000)	30 Sec	\$250	2	3 Days	\$1500	\$1500

### Online Media Schedule

Website	Loading	Cost/Click	Total No.	April	May	Total Cost
Zuji	Side banner	\$0.15 (est)	50,000 (Est)	Full Month	Full Month	\$7500
TripAdvisor	Top banner	\$0.15 (est)	50,000 (Est)	Full Month	Full Month	\$7500
Expedia	Top Banner	\$0.15 (est)	50,000 (Est)	Full Month	Full Month	\$7500
YouTube	Video x 2	\$0	N.A	Half Month	Full Month	\$0
Facebook	Video x 2	\$0	N.A	Half Month	Full Month	\$0



# Activity Plan

## Activity Flowchart

Above The Line	April										May									
Bus Stop (OOH)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
SBS Bus (OOH)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
You Tube (Online)						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Facebook (Online)						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Zuji (Online)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Trip Advisor (Online)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Expedia (Online)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Below The Line	April										May									
Sunday Times (Print)										█										
Radio (Broadcast)									█	█										
“Accommodating Experience Promotion”																		█		
Roadshow											█									
Loyalty Programme											█	█	█	█	█	█	█	█	█	█

Note: Loyalty Programme is a continuous CRM initiative that continues running even after the campaign is finished.

# Summary of All Cost

## Media Budget Summary

Total cost of Print Advertising: \$349,992

Total cost of Broadcast Advertising: \$6,780

Total cost of Online Advertising: \$22,500

**Total Media Budget: \$379,272**

## Total Activity Cost

Total Cost for Above The Line Advertising: \$343,800

Total Cost for Below The Line Advertising: \$50,000 (est)

**Total Activity Cost: \$393,800**

# Campaign Evaluation

## Implementation

### Media Content Analysis

#### Print

- No. of columns in newspapers
- Accuracy of content (Positive/Negative)

#### Broadcast

- Minutes of broadcast covering campaign
- Angle of broadcast (Positive/Negative)
- Accuracy of content

#### Online

- Number of articles of internet
- Number of comments on facebook/youtube viral videos
- Accuracy of content (Positive/Negative)

## Post Implementation

### Survey Target Audience One Month After Campaign

- Obtain perception of company against competitors
- Change in levels of understanding on Scoot's Branding
- Change in attitudes and opinions of publics.

### Sales Monitoring + CRM Initiative Tracking

- Correlate sales growth along with the number of customers on the loyalty programme

# Appendix

## TVC (Viral Commercial)

### First Viral (30 sec)



Man asks stewardess for help while his wife is in the toilet



Stewardess appears with a tiffany's box for the man



Man goes down on one knee and renews his marriage vows (with his kids) to his wife

### Second Viral (30 sec)



Woman renews her vows while sobbing

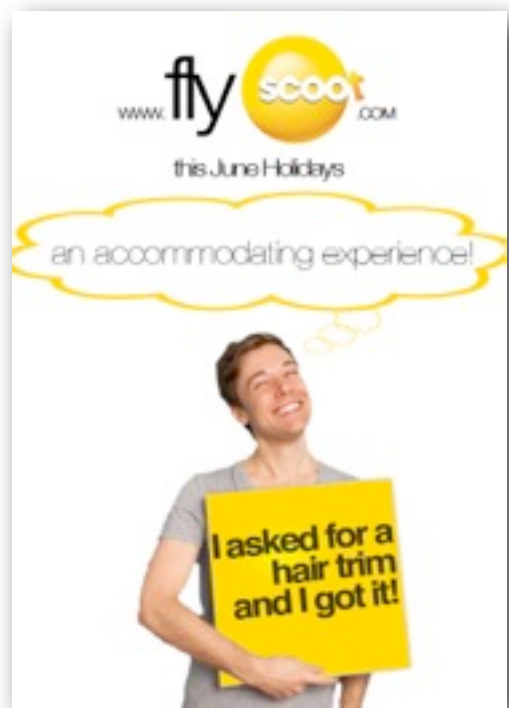


She questions her husband



Husband gestures to the air stewardess who made it possible

## Four Main Concepts



# Out-of-Home Advertising





# Online Banners

The screenshot shows the zuji.com website interface. At the top, there are logos for zuji and packman, along with a navigation menu including Home, Flights, Hotels, Packages, Destinations, Car Hire, Cruises, Activities, Insurance, Travel Extras, and My zuji. A search bar is prominently displayed with the text "Search Flights - All Inclusive Pricing". Below the search bar, there are sections for "Flights" and "Packages". A large banner on the right side of the page reads "TELL US THE HOTEL OF YOUR DREAMS" and "Stand a chance to win a pair of Ball return tickets from Singapore!". Another banner below it says "DO YOU HAVE A HOTEL PUNGO CODES LUCKY TO!". The main content area is titled "TODAY'S TOP DEALS" and features several promotional offers, including "REALISTIC HOTELS" with a \$51 discount, "FIND YOUR HONG KONG" for \$430, and "TRIP-A-WEEKEND" for Hanoi. A sidebar on the right contains a "fly scoot" logo and a photo of a woman holding a sign that says "I looked for a year for an accommodation and I got it!".

The screenshot shows the tripadvisor.com website interface. At the top, there is a navigation menu with links for Home, Flights, Hotels, Packages, Destinations, Car Hire, Cruises, Activities, Insurance, Travel Extras, and My TripAdvisor. A search bar is located at the top right. The main content area is titled "Plan the perfect trip" and features a "fly scoot" logo. Below this, there is a "Welcome back, Louise!" section with a user profile picture and a "Plan for your next vacation" section with a photo of a woman holding a sign. The page also displays a list of travel recommendations, including "4 Days, 3 Nights Hong Kong Airfare Package" and "Trip-A-Weekend Hanoi".

## Radio Advertisement (30 sec)

**Class 95FM**

Date of TX: 28-30 Apr

Time of TX: All Day

Producer: BigThing

Scoot Radio Advertisement

CON: (fade in)

SFX Car Horn (fade out)

JUS: Hey Jean! Hop on!

JEA: What's going on?

JUS: Scoot is having a roadshow in Ngee Ann City Plaza!

JEA: Soooooot? What's so interesting about it?

JUS: They have an onboard airplane simulation!

JEA: So?

JUS: And they have free food!!!

JEA: WHAT!?

CON: (fade under)

BGM (Upbeat Instrumental) CD Light of the Town Tr 10 (20secs)

NAR: That's right! You heard it! Scoot is having a roadshow to let our customer preview Scoot's unrivaled accommodative experience! We will be having an onboard airplane simulation with our air stewardesses serving you!

CON: (fade in)

SFX Crowd "Ooooh!" (fade out)

NAR: Giving you a preview of the selection of food, excellent service, and extreme comfort you can expect onboard of Scoot!

CON: (fade in)

SFX Crowd "Wow!" (fade out)

NAR: So come on down and join us at Ngee Ann City Plaza this Friday from 10am to 5pm and let Scoot show you the accommodative experience you've been craving for!

NAR: Scoot! An Accommodative Experience!

CON: (fade under)

BGM (Upbeat Instrumental) CD Light of the Town Tr 10 (20secs)

## Sunday Times (Front Cover)

www. **fly** **scoot** .COM

You've seen our Advertisements....

**You Tube** ...You've seen the Testimonials

**NOW...**  
Experience how accommodating  
we can be YOURSELVES!

1 May : 11am - 4pm  
Ngee Ann City Civic Plaza

"Your Accommodating Experience"

"Your Accommodating Experience"