



FUN IS THE WAY TO FLY Campaign



Advertising (Strategic) 310

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Executive Summary

The airline industry has seen a current growing trend of budget travelers from booming economies in Asia Pacific. Scoot, a subsidiary of SIA, has leveraged on this opportunity to gain its share in this growing industry. It is positioned as a long haul destination airline and plans to travel to long haul destinations such as India, Europe, Africa, America and Middle East. They offer 3 different economy class and 1 business class pre-flight package. Scoot's target market consists of youthful consumers with a sense of adventure and who love a good bargain.

As a new budget airline entering a dominated category, with longstanding brands such as AirAsia X and JetStar controlling majority of market share, Scoot has to effectively differentiate itself to stand out. Since price is very much the main differentiating factor amongst the brands in the budget airline category, price war is prevalent. The impression of budget airline has been thought of as cheap, uncomfortable and nasty. With this, Scoot has chosen to break out of this deep-seated mindset and differentiate itself based on its brand personality and likeability, which is summed up in one word "Scootitude". Scootitude is defined as honest, young, energetic, cheeky and fun to which is the overall theme that guides its marketing initiatives.

With the objective to strengthen Scoot's image and bring in at least 100, 000 passengers for flights by June 2012, this report introduces "Fun is the way to Fly" campaign. This campaign actively engages consumers to have fun while participating in Scoot's paper plane challenge. In order to participate they have to collect Scoot's advertisement inserts that will run in local newspapers for a week. They are to fold these advertisements into paper planes and attempt to throw them into paneled loops differentiated by Scoot's flight destinations. Winners are entitled to purchase a one-for-one air ticket to their selected destination.

Overall, by utilizing the right IMC tools and a focused campaign theme, it will effectively communicate and establish Scoot's brand image and awareness to the general public.

1. Industry Outlook

Asia-Pacific's airline landscape has been hit by unprecedented and widespread change. Alliances and new strategies involving low-cost carriers (LCCs) and legacy carriers are prevalent in the aviation industry. LCCs are on an expansionary binge never seen before. 25% of the 42 million passenger movements in Singapore Changi Airport in 2011 made up of budget. This segment is expected to have extraordinary growth in the coming year. New budget travellers from boom areas like China, India, Southeast and North Asia will see to tens of millions of new passengers within the region. Budget air travel is currently at its growth stage with prospects for further market progression and strong growth in sales and profits. Scoot should therefore target at the smaller but fast-growing budget segment.

2. Company Fact Sheet

Background Scoot™ is a wholly owned subsidiary of Singapore Airlines (SIA) that will provide medium and long haul no-frills flights at a low cost. The airline will operate independently from SIA at a separate office. Scoot chief executive Campbell Wilson has said the carrier aims to offer fares 40% lower than the legacy airlines (Kositchotethana 2012). SIA included the low-cost carrier in its portfolio on 1 November, 2011 to capture the fast-growing discount air travel business within Asia-Pacific, which has been dominated by AirAsia, Qantas's brainchild – JetStar and several others. Flight operations will commence on mid June 2012, concentrating on Australia, Singapore, China and others to be announced.

Resources Scoot currently has four Boeing 777 (B777) aircrafts with a capacity of 370 seats in economy class and 32 in business class (Kositchotethana 2012). It will also have 26 sets of pilots and cabin crew by the end of 2012. Although Scoot is at its infancy stage and does not have many tangible assets as other mature low-cost airlines at the moment, it gets to tap on the resources of its parent company. Scoot procures its fleet of airplanes directly from SIA and these planes are maintained by SIA Engineering. SIA Engineering not only has 15 years of technical expertise in the B777 but also provides Scoot with the benefits of economies of scale from maintaining an existing B777 fleet (SIA Engineering 2012).

Corporate Goals Scoot expects to have a fleet of 14 planes by the end of 2016, with an incremental growth of 2 new planes per year for the next 3 to 4 years. Scoot's geographic footprint will steadily grow to encompass India, Europe and other markets such as Africa, America and the Middle East.

Product Line Scoot passengers will get a choice of three economy class packages: Fly (seat only); FlyBag for passengers with luggage; and FlyBagEat for anyone who wants to pre-order meals, which will be cheaper than buying them on board. Scoot's business class, ScootBiz will include baggage, meals, in-flight entertainment with iPads and in-seat power supply for passenger's device.



Target Market Scoot is targeting at youthful consumers with a sense of adventure and those who love value for money.

3. Macro Environment

Political Singapore has gone after a liberal aviation policy in support of its aviation industry. Singapore government has signed the "Open Skies" agreement with countries such as Thailand, United Kingdom, United States, Chile, New Zealand, Iceland, Sweden, Kuwait, Sri Lanka and others to promote unrestricted flight access to involving countries. This makes expansion of international flight routes easier for Scoot therefore nearing the company towards its long-haul goal in due time.

Economic Airlines across the globe are bracing for more turbulence in 2012 due to uncertain market conditions, volatile economic situations in Europe and the United States which would likely cause an upward surge in the commodity prices, but not withstanding fuel. Even though Singapore's aviation industry overall still remains lucrative, airline profits will inevitably be diluted as a result of higher operating costs. Budget airlines would have to tighten profit

margins due to rising cost on top of its low price strategy. Scoot would have to differentiate itself based on other aspects apart from pricing.

Socio-Cultural The latest statistic shows Singapore's overall literacy and education rate stands at 96% (Singapore in Figures 2011) and many of which are internet savvy. Singaporeans are more confident with their purchases and are open to try new products and services as they are well-equipped with information from the web. "Kiasu" is a concept deeply instilled in the social attitudes of Singaporeans. It literally means the 'fear of losing' which leads them to harbor the desire to be the best, come first in most aspect and never lose out. Scoot can apply scarcity and social proof to its promotional strategies to attract massive traffic.

Technological Singapore Changi Airport is currently undergoing an expansion to its fourth terminal. The three other airport terminals and budget terminal have a capacity to handle 66 aircrafts and 7 million passengers a year respectively. The existing budget terminal will be demolished and replaced with a new facility to double current passenger capacity to 16 million. While the airport still had room to accommodate air traffic growth, the new terminal would ensure there is ample capacity to handle further increase in traffic demand. This expansion project will enable Scoot to increase its flight frequency in the near future.

Legal The Singapore government has in place legal frameworks pertaining competition law that prohibit agreements or practices that have the effect of preventing, restricting or distorting competition by directly or indirectly fixing prices. Given the high competitiveness of the airline industry, it has been seen in recent times that major airlines are being fined for price fixing collusion with other major players in the industry. This legal framework allows Scoot to have a fair competition within the local airline industry.

4. Micro Environment

Buyer Power Consumers of air travel today generally have large amount of bargaining power due to the advent of the internet. The growth of websites such as Kayak, ZUJI and many others allows multiple airfares from different airlines to be viewed at a single click creates the trend of price comparisons among travellers. There is also an option for travellers to pick package deals inclusive of hotels and car rentals. While this behaviour heightens competition it also reduces switching cost. Scoot has to take note that budget travellers are vulnerable to the latter. A common strategy which Scoot can employ to ease price competition is to focus on the additional features available on higher priced flights, such as extra leg room, in-flight entertainment, and so on.

Supplier Power The main suppliers involved in the airline industry are fuel, labour and aircrafts. Relatively few companies supply aviation fuel thus supplier power is high in this aspect. Airline industry is very labour intensive and therefore staffing cost are substantial, contributing more than 40% of an airline's total cost. The two major aircraft suppliers are Boeing and Airbus. The lack of alternative manufacturers or substitutes increases supplier power. In an industry where reliability and safety are critical, the quality of the planes and their maintenance are highly important. Scoot is entitled to economies of scale in some ways. Scoot does not deal with aircraft suppliers directly but instead buys its planes from SIA and have them maintained by SIA engineering.

Threats of New Entrants The airline industries have high barriers to entry for several reasons. It requires considerable start-up capital and operational cost such as gaining legal flight access to foreign countries. Established airlines will already hold priority over slots at certain airports, making it harder for new airlines to infiltrate. This makes it difficult for a new airline to negotiate prime slots at busy airports. This limits new airlines to fly only at off-peak times or having to touch down at airports further away from popular destinations. While the aforementioned barriers to entry are high for new ventures into the aviation industry, it is typically low to current legacy airlines who are adopting LCCs strategies. In other words, the proliferation of budget airlines similar to the origins of Scoot is relatively high.

Threats of Substitute Products Other forms of transport such as road, rail and marine travel are considered substitutes to air travel. Buyers take into account not only the cost of travel but also how long the journey will take on corresponding forms of transportation. In Singapore, air transportation is only catered to international travel due to its small geographical size. Rail, road and sea transportations are less attractive alternatives because it requires huge amounts of travelling time as well as the number of interchanges involved. As such, Scoot's venture is a feasible one as air travel is the most efficient and effective way in Singapore to travel outside the country.

Competitive Rivalry The budget airline industry is very competitive and price war occurs frequently given that consumers can switch between airlines quite easily. The commoditization of budget travelling caused by reduced extended services leaves minimal product differentiation. Furthermore, aviation is a highly specialized industry which makes exit barriers high as it would mean disinvestment of substantial and specialized assets. The limited diversification prospects make it hard for Scoot to exit the industry entirely.

5. Brand Review ✈️



Brand Lifecycle The brand lifecycle illustrates the stages in which a brand typically goes through before becoming a widely recognised global brand. Scoot is currently at the stage of a Product Brand. It strives to be a Category Brand, which is defined as having leading market share within the budget airline category. At the same time, Scoot seeks to be a Personality Brand which establishes a strong brand personality that consumers can identify alongside its category leadership.

Brand Positioning The perceptual map illustrates Scoot's positioning on the dimensions of personality and price against its main competitors AirAsia X and JetStar. Based on the positioning, price differentiation is minimal among the LCCs. Scoot's imperative is to be visible to consumers. It has already lost out on first mover advantage in the budget airline market and therefore has to compete on a



niche where it can be first. It is a sign that Scoot can position itself based on Brand Image while all LCCs position themselves based on price. This would be a surrogate feature or dimension to justify for a slightly higher priced airfares even when extra in-flight features and services are taken out to reduce flight costs.



Brand Image/Personality

Scoot is striving for a differentiated niche using brand elements such as the unusual, cheeky airline name in a casual dialogue tone in their communications. Scoot wants to reinstate the negative connotations of cheap and nasty that LCCs are very commonly associated with. The brand at heart conveys freshness, youthfulness, dynamicity and

uniqueness to connect with like-minded people whom it refers to as having Scootitude™. Scoot promises to deliver a fun and exciting ride.

6. SWOT Analysis

Strengths

- Short, sharp and snappy brand name for easy recall and recognition.
- Strong brand personality.
- United and passionate organisational culture.
- Strong brand association to parent company, SIA.
- Strong support in resources from SIA group of companies.

Weaknesses

- Weak category brand presence.
- Low flight destinations and frequencies.
- Limited physical product differentiation from competitors.
- Newness in the market may be perceived as untrustworthy.

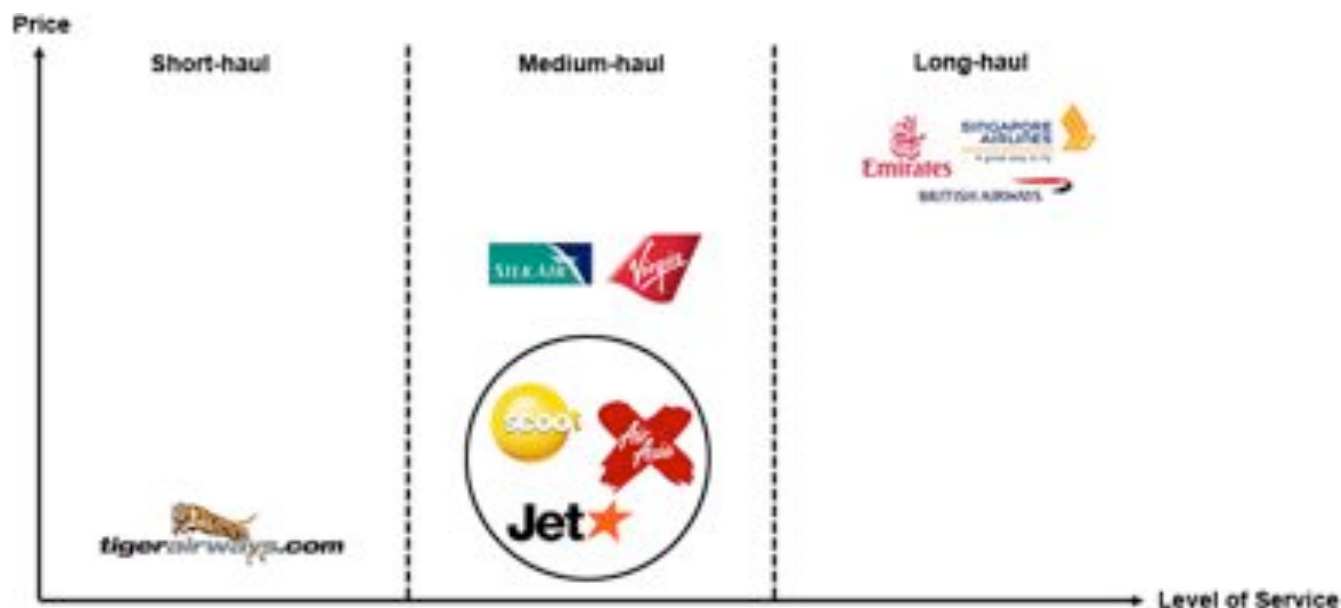
Threats



- Fierce competition from AirAsia X and JetStar.
- Longstanding competitors have top of mind awareness
- Current industry growth stage will see to more competition in the near future.
- High economic uncertainty and volatility can surge fuel prices.
- High bargaining power due to little alternative suppliers for aircraft and fuel.

Opportunities

- Increase number of budget travellers from booming countries like China and India.
- New terminal at Singapore Changi Airport will enable more flight frequencies.
- Create new 'Personality' category within budget airline market.

7. Competitive Analysis



Direct Competitors		
Number Destinations	13	34
Target Audiences	PMEBs and Tertiary Students	PMEBs and Tertiary Students
Consumer Orientation	Value-orientated	Value-orientated
Pricing	Penetration Pricing	Penetration Pricing
Strengths & Weaknesses	Strengths <ul style="list-style-type: none"> Many medium-haul flights Ordering meals on website Mobile check-in Category leadership Strong brand awareness Online shopping Weaknesses <ul style="list-style-type: none"> Poor customer service by consumer feedback 	Strengths <ul style="list-style-type: none"> Many medium-haul flights Many flight destinations Strong brand awareness Weaknesses <ul style="list-style-type: none"> Poor customer service by consumer feedback

8. Target Audience

Primary

Demographic – This segment consists of young adults age 25-35, who are technology savvy with tertiary education and above. They are mostly PMEBs who bring home an annual income of SGD 30,000 to SGD 50,000.

Psychographics – Variety seeking and active at heart, this segment is always open to trying anything new. They are on the road to establishing their careers and have limited spending power. More so, they love to socialize, chill with friends and experience new cultures. Travelling is a means for them to satisfy their innate desire for adventure and new experiences. They do not mind stinging on comfort to have more financial freedom at their destination when they travel. Being widely read, they are on top of the latest activities and events that interest them. They lead an active lifestyle, and spend a comparable sum of money on entertainment and activities, such as watching movies, Karaoke and outdoor sports. Recreation is important to them and it is an outlet for them to seek work-life balance.

Motivations – Fun and new experiences drives their purchases.

Secondary

Demographics – This segment consists of young parents aged 25-38, who are part of family nucleus of 3 to 4 members. They are mostly PMEBs with/without a partner who is unemployed and have an annual household income of SGD 50,000 to SGD 80,000.

Psychographics – In the stages of establishing a family, they are committed to their children and engage in family bonding activities. Restricted by their financial ability to spend lavishly, they are value oriented and budget keepers. They opt for low budget activities that enable them to balance enjoyment and value. Children are their main priorities and they want the best for them. A substantial amount of their income goes to their children. Always on a look out for new family oriented activities, and are willing to participate as long as the price is right.

Motivation – Their purchases are driven by the amount of joy it can bring to the family.

9. Advertising Strategy and Recommendations

Based on the earlier industry and competitive analysis, it is found that price positioning is saturated across the budget air travel market and the reduction of extended services leaves little room for physical product differentiation across all competing LCCs.

We advocate that Scoot position itself based on intangible attributes such as Brand Image with the objective to change the perception of compromised service and experience quality commonly associated with budget airlines. Also, Scoot can achieve top of mind awareness on a differentiated dimension of quality and value oriented delivered in a fun and light-hearted way, despite its budget nature.

10. Creative Brief

Background

Budget air travel is a product that is quite homogeneous in nature as services are stripped to its minimal and price differentiation is little. As Scoot is a relatively new airline, it has far behind other longstanding competitors in terms of flight destinations. This reduces the chances of travellers flying with Scoot. Hence, Scoot is in need of a campaign that will attract passengers during the travelling season in June.

Positioning

The budget airline that is fun and affordable with a great in-flight experience.

Objectives

- To strengthen Scoot's brand image
- To bring in at least 100,000 passengers for flights in June 2012

Target Audience

Demographics – This segment compromise young working adults aged 25-35 years old, who are tertiary educated and technologically savvy. They are PMEBs who take home an annual income of S\$30,000- S\$50,000.

Psychographics – With an exuberant personality, this segment is fun loving in nature. They love being around people, are active in social circles and always striving to gain new experiences. Variety seeking and inquisitive at heart, they love to travel with friends/family to experience new cultures or to relax and enjoy. Focused on establishing a career, they work hard and play hard at the same time. However, limited by their financial abilities, they seek the most value in activities that gives them the most out of every dollar. They have interest in entertainment, the latest technology or gadget, socializing and indulging in food. They keep updated with the latest news and happenings through interactive platforms such as social media and online news.

Motivation – They constantly seek experiences with fun and excitement.

Key Message

Flying with Scoot is fun.

Support

Launched as an airline with a fresh and unique attitude, Scoot is positioned as an airline that conveys spontaneity and informality. All Scoot's staffs embody Scootitude, which makes interactions fun and enjoyable for passengers. Furthermore, Scoot uses fun gadgets like iPads for in-flight entertainment packed with movies and games to allow passengers and their companions to be entertained throughout the journey.

Deliverables

ATL – Prints ads on mass media to create awareness of campaign

Public Relations – Events to create fun engagement

Social Media – Facebook to engage target audience

Sales Promotions – Induce sales for campaign

11. Creative Development

The Big Idea Fun is the way to fly! This emphasizes that flying with Scoot is exciting and fun, which differentiates it well from the rest. By positioning and branding scoot through an emotional based approach of “FUN”, it allows people to perceive flying with Scoot as more enjoyable and approachable as a whole when compared to other budget airlines.

Creative Strategy The creative strategy for this campaign will adopt a two-pronged approach using Brand image and Emotional strategy. In the budget airline category, low price has become a point of parity, which leaves little room for physical differentiation amongst the longstanding brands. Furthermore, the price of airfares is susceptible to external economic factors to which are highly unpredictable. Therefore, Scoot has to focus on its brand image to create a point of disparity and to win emotional credits from its consumers to offset rationalization when it comes to price of airfares. The campaign adopts a personalized attitude dubbed “Scootitude” that is defined as fun, open, honest, engaging and quirky to describe its overall personality.

Advertising Appeal The advertising appeal used is Emotional, to which relates to an individual's psychological and social needs for purchasing certain products and services. Leveraging on consumer's emotions in making purchases, this appeal is effective in industries where product offerings are similar between multiple brands. This is consistent in the context of the budget airline industry. The emotional appeal used in Scoot's advertisement seeks to evoke positive feelings, of fun and adventure, to which forms the intended brand image for Scoot.

Advertising Execution Combinations of image/mood and straightforward execution will be used in Scoot's advertisement. The image/mood execution technique creates a fun and enjoyable atmosphere that associates with Scoot's brand image. The straightforward approach brings across the message in a simple and direct manner that is easily comprehended by its audience.

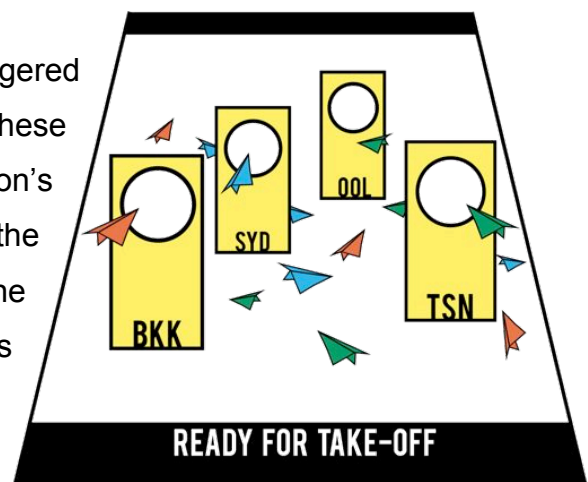
12. Campaign Execution

Scoot's "Fun is the way to Fly" campaign will be the first major marketing initiative to massively reach out and engage its target audience. Scoot use an engaging and fun way to get passengers to sign up for flights through a paper plane challenge.



Three brightly coloured 2-sided print ads will be inserted into local newspapers, showcasing the three basic pre-departure packages which Scoot offers – Fly, FlyBag and FlyBagEat. Fly will have 4-day inserts and FlyBag will have a 2-day inserts. FlyBagEat is a bonus with only a 1-day insert. This arrangement gets people to go after the ads instead of trying to reach out to them. At the back of the insert is an instruction to fold a paper plane. Participants are also allowed to come up with their own design for paper planes. Participants are required to collect the insert, fold it into a paper plane, bring it to the stated venue on the print ad, fly it through to the desired destination and win a one-for-one ticket promotion.

These destination panel loops will be staggered according to travel distance from Singapore. These panels will be decorated with respective destination's cultural symbolic icon. Every successful throw of the paper plane through the destination loop will allow the participant to purchase a one-for-one air tickets as respective to the destination.



13. Rationale for Advertising Strategy

The Means-end approach is one way to help understand consumer motivations so advertising managers can strategize a campaign more effectively. This approach takes into consideration the underlying goals that people have which relates them to the attributes of a particular product. The Means-end or MECCAs model is a framework that permits marketers to use a feedback channel to carry out consumer research and create a brand strategy that revolves around it. The MECCAS model emphasizes greatly on a consumer's individual ideals that will ultimately lead them to their purchase choices. This framework starts of with value orientation followed by brand consequence, product attribute, creative strategy and leverage point.

The product together with its attributes serves as tool to help consumers attain its desired end-state. These unique attributes will help differentiate their product apart from the others in the same function category; this in turns drives a consumer interest and preference towards the product.

The MECCAS Model	
Value orientation	Hedonism. Fun and enjoyable experience related to travelling overseas.
Brand consequences	Having fun flying with Scoot.
Brand attributes	Scoot's informal and fun attitude makes it a fun and enjoyable way to travel with.
Creative Strategy	Brand Image and Emotional Strategy. Create a fun mood which will associate the unique emotional benefits of travelling with Scoot.
Leverage Point	Event that allows people to fly paper planes to stimulate fun.

According to the creative recommendation, the distributed print ads use for folding paper planes will create hedonism as it allows participants to have fun through the creative process. Social media will be used to publicise the cool moments at the event on a daily basis so people can follow the event and be enticed to join in the fun. The hype will then increase the intensity of having fun with Scoot. During the cause of the event, people will learn about the fun attributes of Scoot. Finally, the paper plane flying event is a leverage point to communicate and deliver fun to the participants.

14. Media Mix Recommendation

Broadcast Media – Print Ad Inserts

Newspaper has been a traditional but popular advertising medium in advertising due to its ability to reach the masses in a given geographic area. Using newspapers offer enormous flexibility in content, placement and frequency for Scoot's print ads for its coming campaign apart from mass. Short lead times also make it possible for Scoot to make quick changes in response to unforeseen circumstances. Budget is another creditable aspect. Newspaper advertising is one of the most cost-efficient print advertising as it offers less cost per thousand readers than other mass media like direct mail. The print ad can be tailored to suit Scoot's budget as it requires little out-of-pocket costs for creative material available at variety of sizes.

The Straits Times (ST)

ST is the English national flagship newspaper in Singapore with the highest number of newspaper readership of 1.35 million readers ranging from age 15 and above. This makes up approximately 20% of the Singapore's population. ST is also the highest circulated newspaper with an average daily circulation of 353,510.

	ST		ST
	(Mon-Wed)	(Thu-Fri)	(Sat)
Readership ('000)	1346	1346	1346
Circulation ('000)	351	339	406
Cover Price (¢)	90	90	\$1
Base Rate (\$)	41.50	44.50	45.00
CPM (¢)			
Readership	3.1	3.3	3.3
Circulation	11.8	13.1	11.1



2011 Total ('000)	National Population	ST Readers
Financial planning for retirement	83%	88%
Do lot of things with family	72%	78%
Pay more for quality goods	58%	73%
More generous with family	68%	73%
Look for value for money	68%	71%
Ads main way to learn new prods	63%	69%
Exercising is an important part of my life	58%	67%

ST readers are mostly affluent, educated and sophisticated consumers with active lifestyles. 57% of them have tertiary education and above with a medium reading time of 45 minutes. 47% of ST readers are PMEBS who are economically active between the age of 30-49. Despite having high disposable, many of them seek value for money products and learn about new products mainly through newspaper ads.

The New Paper (TNP)



TNP is the second-most read paid English daily with readership of 450,000, age 15 and above. It reaches out to young adults and mostly white-collar and PMEBs. 26% of the readers are between 20 – 29 years old, therefore TNP is ideal for reaching out to younger segment of Scoot target audience. Majority of these young consumers have just started out in their careers and are mostly white-collar workers or PMEBs. They are relatively heavy readers of 5 to 6 issues weekly. Although TNP readers embrace technology, they have a strong preference to read on hard copy newspapers. They mainly believe in using newspaper ads to gain knowledge about new products.

Public Relations – Event + Sales Promotions

PR events provide the opportunity for Scoot to get intimate with its consumers. It helps to foster understanding and encourage interaction between Scoot and its consumers on its product offerings and promotions. Ultimately, portraying and communicating a good brand image that would lead to a positive influence on sales and stronger customer relationship.

Ngee Ann City Civic Plaza

Scoot's PR event (Paper Plane Challenge) would be held in Ngee Ann City Civic Plaza, situated at the heart of Singapore's shopping belt. It is easily accessible by different modes of transport. It has a high shopper traffic flow. More so, it is well linked up to 3 other major malls in the vicinity, therefore creating high visibility to the event. The event will stir curiosity amongst onlookers and facilitate in creating more awareness thus inducing more participation in Scoot's paper plane challenge.

The interactivity of Scoot's PR event would serve as a place where people can support their members, participate and have fun. In addition, consumers have the opportunity to satisfy any enquiries or make any onsite bookings seamlessly. Scoot representatives are able to introduce Scoot's pre-flight package and travel destinations in a non-intimidating setting. In all, Scoot's PR event will effectively communicate the "Scootitude" persona of its brand to onsite shoppers and participants.

Social Media – Engage Target Audience



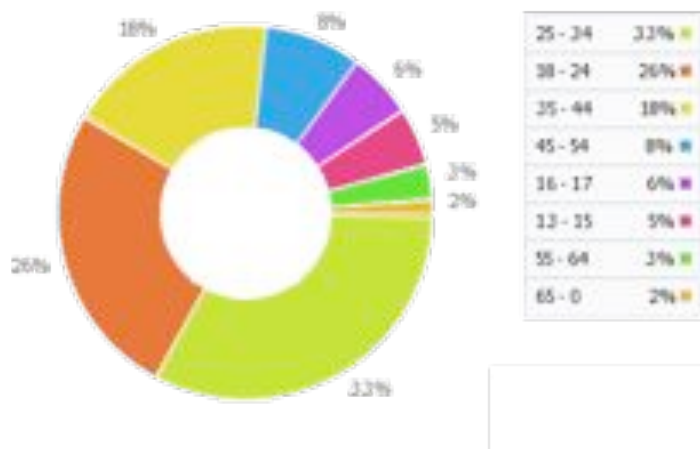
Although Internet is gradually approaching saturation in Singapore, Internet audience grew by 2.2% and we remain the country with the highest level of Internet penetration in Southeast Asia (SEA). The internet has evolved into a medium that fosters social connection, social media, in particular, is impacting on internet usage and has experience an astounding growth in the last few years. Almost 2 in 5 access to social networking site in a week. Although social media has previously been considered a realm for primarily younger generations, increases in social media participation have been experienced across the older age groups including the baby boomers.

Social media platforms when used strategically can reap an incredible reach to massive audience. Social media is great for Scoot to build customer relationship as it provides an opportunity to connect with them in an entirely new way. With its potential for viral marketing, Scoot can potentially generate lots of hype and traffic for the coming campaign. Social media tools are almost cost-free as compared to the other mediums.

Facebook (FB)

With more than 700 million active users, Facebook (FB) is a great and inexpensive way for business to reach new customers, establish product awareness, communicate with consumers etc. FB commands more total usage minutes than any other websites with the average user spending more than seven hours a month immersed in it. Not only does is FB able to reach a wider and broader audience, it also has great targeting capabilities and allows advertisers to reach their audiences based on gender, geographical state, marital status, time of the day, education and basic profile information. Access to all information is easy and quick for both the advertisers and users.

In Singapore, FB penetration of 56.78% compared to the country's total population and 72.96% in relation to number of Internet users. With more than half the country's population using this site, the efficiency of using this medium is greatly enhanced. Social media statistics have also shown that the largest age group users are the 25-34, which reflects Scoot's target audience as well.



Facebook is a feasible means to penetration the Singapore population as more than half of the population spend an average of 38 minutes on the site daily. Furthermore, majority of the local Facebookers are between the ages of 25 to 34 which fall perfectly into Scoot's target audience for the campaign.

15. Measuring Effectiveness of Campaign

Print Advertisements

The effectiveness of print ads can be measured by the number of participants who show up for the events. A more in-depth review can be done by counting the number of paper planes flown to the number of participants over the whole event period. This will allow Scoot to gauge the actual reach and frequency of using newspapers apart from relying on their circulation.

Public Relation + Sales Promotion

The Paper Plane Challenge is a combination of 2 IMC tools – PR and Sales Promotions. It will be difficult to measure the effectiveness of each tool and should be viewed as whole. The overall amount of sales generated the event is a good indicator to the success rate of the combo. Qualitative measures may be included by having trained researcher or staff observe the number of participants via recommendations from peers, passing by etc.

Social Media – Facebook

Facebook is used as a surrogate measure to the event from the number of likes generated on Scoot's page regarding the event can determine the amount of hype created by the social media platform. However, the number of shares and comments about the update of the event would also help review the effectiveness of the viral effect created by the event.

16. Media Schedule

Medium	1st May - 15th May 2012														
	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Print Advertisements															
- The Straits Times															
- The New Paper															
Outdoor Event	"Fun is the way to Fly" Event														
Sales Promotion	Redemption Period														
Social Media	Fan Page and Event Notification														

Medium	15th May - 30th May 2012														
	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Print Advertisements - The Straits Times - The New Paper															
Outdoor Event	"Fun is the way to Fly" Event														
Sales Promotion	Redemption Period														
Social Media	Fan Page and Event Notification														

17. Advertising Budget

Cost of Printing Inserts			
Description	Unit Price	Quantity	Total
2 Sided Printing (Full Colour)	\$0.05 per piece	6,525,800	\$326,290
Total Cost:			\$326,290

Cost of Placing Inserts				
Media	Duration	Details	Unit Price (per insert per issue)	Total Cost
The Straits Times	10 days	1 page insert	Weekdays - \$39,140	\$391,400
	4 days		Weekends - \$45,320	\$181,280
The New Paper	14 days	1 page insert	\$18,750	\$262,500
Total Media Budget:				\$835,180

PR Event / Sale Promotion			
Description	Unit Price	Quantity	Total
Rental - Ngee Ann City Civic Plaza	\$12,500 per week	3	\$57,500
Tentage Setups	\$20,000	1	\$20,000
Equipment and Materials			
• Sound System Rental	\$500 per week	3	\$1,500
• Pigeon Holes	\$100 per piece	20	\$2,000
• Miscellaneous	\$500	1	\$500
Pull up banners	\$150 per piece	4	\$600
Event Manpower			
• Host	\$500 per week	3	\$1,500
• Photographer	\$500 per week	3	\$1,500
• Daily Staffing	\$80 per person	20 staff per day x 21 days	\$33,600
Total Cost:			\$118,700

Total Cost of Campaign: \$1,280,170

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Appendix



FUN IS THE WAY TO FLY!

- Step 1: Use this paper to fold into a paper plane.
- Step 2: Fly it to your desired destination.
- Step 3: Win a one for one ticket*.

Venue: Ngee Ann City Civic Plaza
Date: 1st May - 21st May 2012
Time: 10am - 10pm

*Flying period from 1st June to 31st July 2012. First come first serve basis.



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FUN IS THE WAY TO FLY!

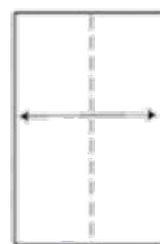
- Step 1: Use this paper to fold into a paper plane.
- Step 2: Fly it to your desired destination.
- Step 3: Win a one for one ticket*.

Venue: Ngee Ann City Civic Plaza
Date: 1st May - 21st May 2012
Time: 10am - 10pm

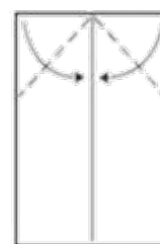
*Flying period from 1st June to 31st July 2012. First come first serve basis.



FUN IS THE WAY TO FLY! FUN TIPS



Step 1



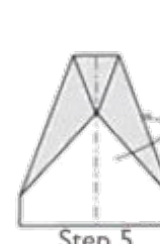
Step 2



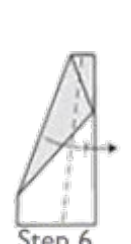
Step 3



Step 4



Step 5



Step 6

