



Marketing the Tigerair Way

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16 February 2017

Topics

1

Our History

2

Where We Are
Now

3

Our Mission

4

The Strategy

5

The Tactics


6

What's Next?

7

Questions

Our History

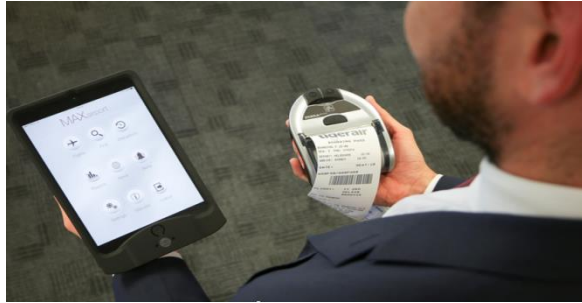
	
2007 – Tigerair Singapore low-cost business model implemented in Australia	
Limited consideration for new market culture and preferences	
Small team based in Australia. Most operational and commercial functions based in Singapore	
Infrastructure and capacity limitations	
Poor perception/consideration. Very high reliance on price stimulation	

Where We Are Now

	
2007 – Tigerair Singapore low-cost business model implemented in Australia	2013 – Virgin Australia purchased 60% stake of Tigerair Australia
Limited consideration for new market culture and preferences	This new venture saw a rebrand to Tigerair Australia
Small team based in Australia. Most operational and commercial functions based in Singapore	Commenced operational changes to delivery what our Australian customers want – a reliable, friendly service
Infrastructure and capacity limitations	Opened up infrastructure in key ports, larger fleet
Poor perception/consideration. Very high reliance on price stimulation	Best LCC OTP, lowest cancellation rate, drivers of choice well beyond just ‘cheap fares’

Our Mission

- We are committed to providing great value fares with reliable, safe and friendly service
 - We are reliable, genuine and vibrant
 - We are listening to our customers
 - We are continually optimising our service in accordance with our mission and customer demand



Levarti Airport Max



Responsive website across desktop, tablet and mobile

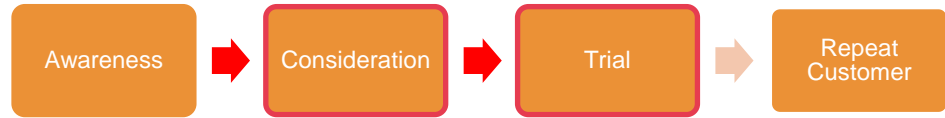


Mobile app (features in-flight entertainment on B737-800 aircraft)

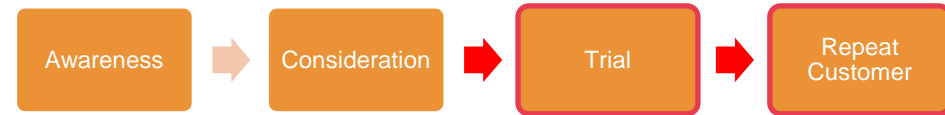
The Strategy

- LCC budgets are limited
- Maximize targeting - know who we're talking to and what they want to hear
 - Passive stage consumer
 - Brand messages – reliability, overall customer satisfaction, value, sponsorships and partnerships
 - Active stage consumer
 - Tactical messages – relevant market and price point
 - Creative is mostly experiential

Passive Stage Consumer



Active Stage Consumer



The Tactics

Driving awareness to consideration and then to trial

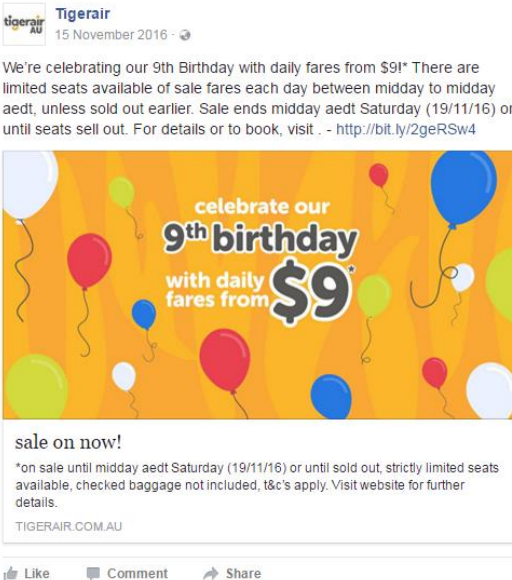
- Facts-based campaigns
 - On time performance
 - Cancellation rates
 - Customer satisfaction
 - Subtle comparisons
 - Engagement – we understand what you're thinking
 - Recognisable creative
- Melbourne Storm sponsorship
 - Game day activations
 - Competitions
 - Content videos



The Tactics


Driving consideration to trial and then to repeat customer

- Paid Search
 - Creative relative to location
- Search Engine Optimisation
- Display Advertising
 - Dynamic and geo-targeted
- Social Advertising
 - With integration of 1st party data
- Emails to database
- Website banners
- OOH and radio where required



tigerair AU Tigerair
15 November 2016 · 🌐

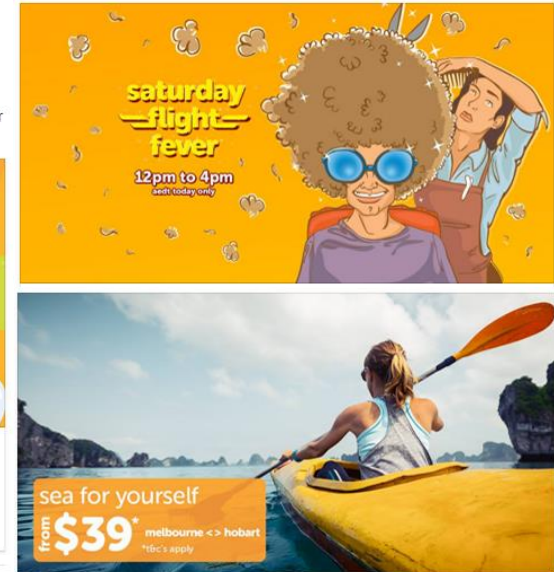
We're celebrating our 9th Birthday with daily fares from \$9! There are limited seats available of sale fares each day between midday to midday aedt, unless sold out earlier. Sale ends midday aedt Saturday (19/11/16) or until seats sell out. For details or to book, visit . - <http://bit.ly/2geRSw4>



celebrate our
9th birthday
with daily fares from **\$9**

sale on now!
*on sale until midday aedt Saturday (19/11/16) or until sold out, strictly limited seats available, checked baggage not included, t&c's apply. Visit website for further details.
TIGERAIR.COM.AU

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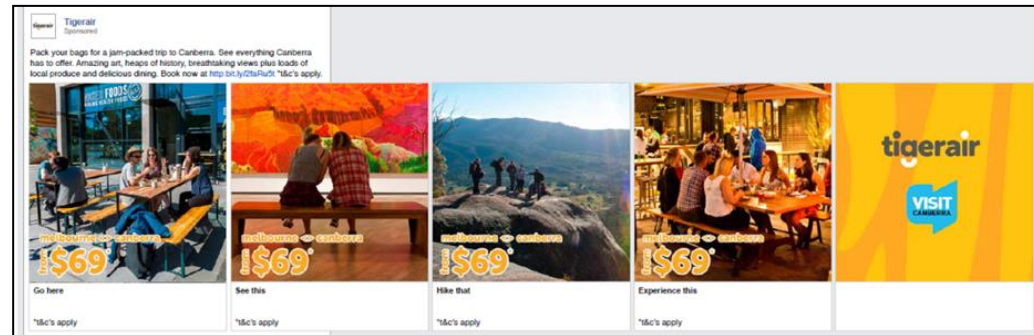
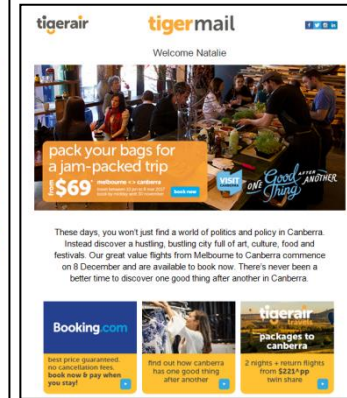
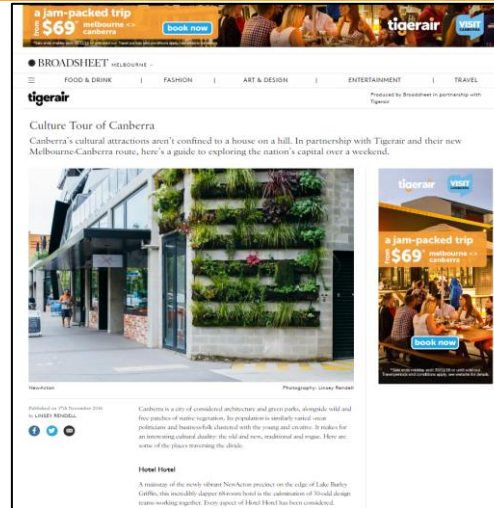
saturday flight fever
12pm to 4pm
aedt today only

sea for yourself
from **\$39*** melbourne <-> hobart
*t&c's apply

The Tactics

Pushing trial in new markets needs to touch on every consumer stage

- Use of diverse media including
 - Paid editorials
 - Social and Display advertising
 - Tigerair owned assets
- Creative is co-branded with a destination-focus
- Experiential angle with relative price point
- New destination has an even rotation within our always-on marketing

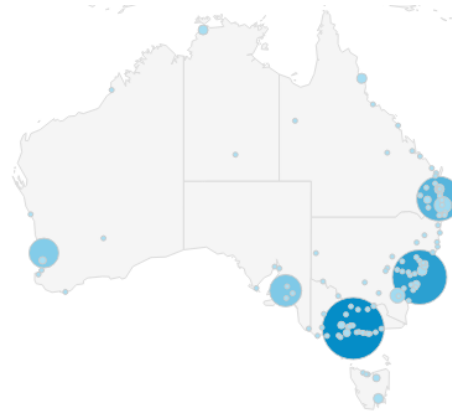
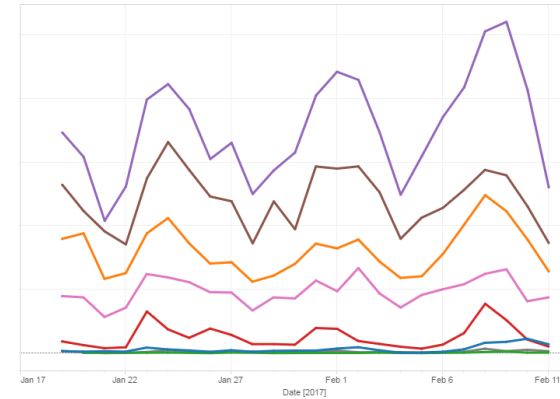


The Tactics

Tracking

With so much media spend in digital, effectiveness of spend is known

- Tags throughout static and dynamic banners, social, website, booking engine, eDMs, itineraries and mobile apps
- Cloud hosted Customer Datamart combining all media activity with real-time reservation system data
- Results known and acted on in close to real time



What's Next?



Continuing to Invest

Tigerair journey well progressed, but not complete

- Greater ancillary choice
- Mobility and automation
- Expanding network

The logo for Tigerair, featuring the word "tigerair" in a bold, lowercase, sans-serif font. The letter "i" is stylized with a white dot above it and a white curved shape below it, resembling a tiger's nose or a smile. The background is a solid orange color with faint, stylized yellow leaf patterns in the corners.

tigerair

www.tigerair.com.au