Air Asia - Multiple Small Clustered Search, Display Campaigns! Over 97.480+ Introduction Air Asia is one of the world's most successful budget

airline. Tony Fernandes, its CEO, is the man behind the tremendous success of Air Asia. The reason for the success can be attributed to 2 key pillars:

KEEPING IT SIMPLE & BEING NIMBLE

additional bookings with 62% decreased Achieved an ROI of

\$51X

Net Revenue Generated was \$24+ Millions

Results

Challenge/Communication Goals

Singapore is a big air travel market. There are 7+ million air travel related searches monthly in Google & There are more than 30 companies - airlines, travel portals, booking engines fighting for a share of voice in Search.

In this fierce space, Air Asia set a target for us to drive bookings at an ROI ratio of minimum \$1: \$20.

Media Strategy

Inspired by Tony Fernandes Mantra

"KEEP IT SIMPLE & BE NIMBLE"

MULTIPLE SMALLER DISPLAY CAMPAIGNS

Tier 1: **Influence:**

Tier 2:

Convert

Google Display Network

Travel Blogs and Forums (ICM)

Paid Search

Destination & Trave Sites (ICM)

MULTIPLE SMALLER SEARCH CAMPAIGNS Category based Search **Brand Search**

Campaign Campaign

Route Search Campaign

Mobile / Tablet Search campaigns based on Brand/Route/Destination

Destinations Search Campaign

Competition Search Campaign

Interest/Topic/ **Category Display** Campaign

Media Execution

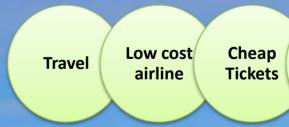
MULTIPLE SMALLER DISPLAY CAMPAIGNS

Sites

Tier 1: Influence:

Tier 2: Convert

Ads









MULTIPLE SMALLER SEARCH CAMPAIGNS

Fly with Airasia www.airasia.com/Official Website Explore Amazing Destinations with World's Lowest Fare Airlines!

Fly to Malaysia @ S\$40

Fly to Thailand @ S\$65 Fly to Indonesia @ S\$55 Airasia – Big Sale is back



