

Air Asia - Multiple Small Clustered Search, Display Campaigns!

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

Achieved an ROI of **\$51X**

Over **97,480+** additional bookings with **62%** decreased CPC

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”

Tier 1:
Influence:



Tier 2:
Convert



Media Execution

