

YOU DON'T NEED THE BIGGEST NAMES TO GET BIG RESULTS

tigerair NOVA

OBJECTIVES

- Drive awareness on air for TigerAir's \$89 Mackay return flight
- Create engaging talent lead content to drive awareness and desirability for Mackay as a destination

SOLUTION

The key to connecting with an audience is to find the perfect person to deliver the message. For TigerAir, a fun, vibrant brand that connects their audiences to affordable new travel experiences, the ideal man for the job was Nova's own Deano. A travel loving, adventure seeking, socially connected Gen Y, Deano was the man who hopped on board to connect TigerAir to the Nova audience.

Content



Nova deployed a team of content creators, to follow Deano as he boarded TigerAir flight bound for the Mackay Airport Beach Horse Racing Festival. Their job, to capture all fun of this unique event and its host town Mackay. This content was then crafted into an entertaining and engaging content that was hosted on Nova's homepage and pushed out via TigerAir's social channels.



On Air

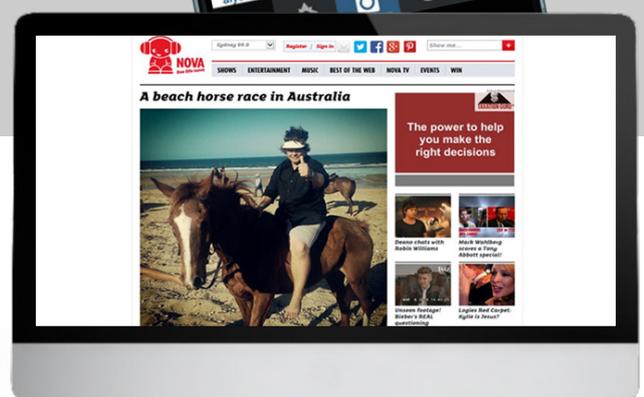


To deliver the \$89 TigerAir Mackay offer, strategically placed sponsorships delivered a high frequency of impacts, whilst Deano extended desirability for the destination through live reads in the lead up to his trip. Whilst on location in Mackay, Deano also crossed back live to Nova, sharing the fun of his adventure with his on air audience.

Digital



TigerAir's socially connected audience crave travel inspiration, so social leverage was essential to the campaigns success. Deano's up close content from Mackay was pushed out via Nova's social channels to extend the campaign reach and shareability amongst its audience.



RESULTS



NOVA DROVE AWARENESS FOR TIGERAIR AND MACKAY

Through engaging talent lead content



23.6%

Increase in seats sold for the period July – October 2014 vs 2013



Deano truly captured the unique essence of Mackay and linked Tigerair's great value fares to get there really well. We would certainly consider reinstating a similar campaign involving Deano and Nova again.

Vanessa Regan

Tigerair Australia – Head Of Communications



NOVA
ENTERTAINMENT