

## **Category: Monetization**

Singapore Airlines (SIA), Singapore's world renowned airline, broke new ground when it signed a collaboration with The Straits Times Online ([www.straitstimes.com](http://www.straitstimes.com)) on a eight-week campaign to showcase the SIA A380 experience (for eg, seats, service and food) and promote a new route (New York-Frankfurt).

Part of the campaign requirements was for us to hold a contest with two winners walking away with a pair of Business Class tickets on the A380.

We were selected to manage the campaign as we were able to provide extensive reach on both advertising and editorial fronts, as well as intensive engagement on social media.

### **Key Performance Indicators**

SIA had set a figure of 20,000 uniques for both the contests.

### **Our role**

With SIA's requirements in mind, a travel-oriented Big Story was created and designed to immerse readers in the A380 experience. The Big Story is a microsite holds the stories and relevant information, all the while utilising the best of what the web can offer through photos, videos, citizen journalists and social media.

No effort was spared to create a multi-sensory experience for readers.

Readers could choose from a variety of articles.

Travel pieces on specific destinations served by the A380, such as Zurich, London and Paris highlighted interesting, less-known facts about these magical cities and created a sense of wanderlust among readers. The stories were accompanied by colourful picture galleries.

Other articles featured the experiences of the A380 crew from the catering head to the pilot offering insight into the elements and effort that go into creating a pleasantly memorable long-haul flight.

Videos of the A380 experience made readers aware of the different features of an A380 flight, including the premium suites, the wide business class seats and the entertainment options available.

The page also used social media heavily to promote the contest, highlighting the stories and contests regularly on both Facebook and Twitter.

Advertising units were employed on the news rotator, fixed contest tile, leaderboard and mobile ads

### **The result**

High awareness and participation levels were achieved with a total of 450,000 entries with almost 160,000 uniques.

SIA was thrilled with the exposure and entries, have since signed secured two more campaigns slots with us.

### **About The Straits Times Online**

The Straits Times (ST) Online is the website of Singapore's largest daily. It's a hybrid website that offers both free and paid content - where commodity news is free access and proprietary news available upon subscription.

Our total (web and mobile) reach is just over 2 million people each month (Singapore's population is about 5 million).

On both web and mobile, we offer Breaking News, a subscription service which comprises print stories, an electronic newspaper and an e-reader for laptop users who can download and read our content offline.

Our use of Facebook and Twitter has also cemented ST as a major news source on the two most dominant social media platforms, with over 150,000 followers on Twitter and 55,000 Likes on Facebook. Our top referral of traffic is no longer Google – Facebook has overtaken the search engine to become our number one source of upstream traffic.

### Supporting visuals



Home > The Big Story >

Win an A380 experience when you book a flight with us.

Spin the wheel and win SIA collectibles.

Terms and conditions apply

You can now discover the Singapore Airlines A380 experience.

NATAS Travel 2012  
24 - 26 Feb 2012 • 10am - 9:30pm  
Singapore Expo Halls 3B, 4 & 5 • Booth 5H46



**Quick Links**

- SIA Website
- SIA on Facebook
- The Singapore Airlines A380
- SIA A380 to New York
- SIA A380 Suites
- SIA A380 Business Class
- SIA A380 Economy Class
- KrisWorld

**The Straits Times on Facebook**

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54,149 people like The Straits Times.

Facebook social plugin

**Singapore Airlines on Facebook**

Like

170,221 people like Singapore Airlines.

Facebook social plugin



**5 reasons to fall in love with Melbourne**

There is a saying in Australia that goes, 'You date Sydney but you marry Melbourne.' How apt. Sexy Sydney dazzles with glitz and glamour - think Australia's financial hub and the iconic opera house - while Melbourne attracts with multi-layered complexity and elegant charm that will appeal to both the sophisticate and down-to-earth.

**How do I enjoy myself in Sydney, let me count the ways**

Sydney elbowed aside Paris and New York to be picked the world's number one city in October last year, in luxury travel magazine Conde Nast Traveler's Reader Choice Awards last year. More than eight million votes were cast, with readers rating cities according to ambience, friendliness, lodging, restaurants, culture, sightseeing and shopping.

**SIA's A380 cabin experience at Natas Fair 2012 for 1st time**

Imagine a hands-on experience: eyes greeted by roominess, hands feeling elegant upholstery and adjusting your plush seat to suit your preferred seating position. As soon as you're settled, stretch your legs with the added room, drape a Givenchy-designed blanket over your knees and feast your eyes on designer bone china and crystal ware.

**Paris still retains its allure, despite London's Olympics showcase in 2012**

Paris, the city of romance, haute couture and Michelin star restaurants is one of the European destinations that is a perennial favourite of Singaporeans.

**Going free and easy in and out of Zurich is the way to go**

Put London, Paris and Zurich as tourist destinations side by side and the voting among most Singaporeans will pretty much be expected. Zurich - sometimes labelled a boring banking capital - will surely be the last choice.

**Why the year 2012 belongs to London**

The year 2012 has just begun, and it already belongs to London.

**Computer game shop owner wins 2 Business Class tickets to Frankfurt**

Marriage was on the cards for Mr See Too Teck Heng, 31, and hence, a free trip to Frankfurt came as perfect timing.



**Videos**

- SIA Suites experience, only in the A380
- Widest seats in its class in Business, 34 inches across
- More legroom in Economy, largest widescreen LCD in class at 10.6 inches
- Sleepless in the sky? Over 1,000 entertainment options
- Inside the "different worlds" of SIA's A380



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**Win pair of Business Class tickets to New York on SIA's A380**

[www.straitstimes.com](http://www.straitstimes.com)

Singapore Airlines (SIA) will begin operating a new A380 route to New York via Frankfurt from Jan 15, 2012. SIA is

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**The Straits Times**

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NTU student wins pair of SIA A380  
Business Class tickets to New York [bit.ly/zrNYSx](http://bit.ly/zrNYSx)

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