

For Immediate Release

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NEWS RELEASE

SCOOT APPOINTS BLK J AS CREATIVE AGENCY OF RECORD

Singapore – Scoot has appointed one-year-old independent agency, BLK J, as its creative agency of record after a three-month-long selection process that saw 20 agencies whittled down to just one.

Post its merger with Tigerair Singapore earlier this year, Scoot's network has grown significantly to 62 destinations across 16 countries, with Honolulu, Kuantan and Berlin due to join the network soon. Given the huge growth in scale and the unique challenges posed by the vastly different geographies, it was time to seek fresh creative strategies and ideas for the brand.

The Scoot team's first step was to initiate conversations with as many as 20 agencies with potential – agencies whose recent work the team admired, agencies deemed to have working cultures and aspirations aligned with Scoot's, and whose growth Scoot could positively impact.

One week before the final presentation, a surprise social media challenge was also sprung on the agencies. Besides being a test of the agency's adaptability and ability to work under tight deadlines, this challenge also served as a chemistry test for the agency team servicing Scoot on a day-to-day basis.

Three agencies, TribalDDB, BBDO and BLK J, made it to the final round of presentation and BLK J emerged as the most suitable partner for Scoot. The Scoot team picked the independent agency based on the strength of their creative idea for the Scoot brand and adaptation for Scoot's key markets. BLK J also went beyond the brief and proposed ideas for the brand's long-term growth.

Scoot VP Marketing Jacqueline Loh said, "In conceptualising the pitch process, we endeavoured to keep it fun and authentic, and have the agencies experience not only the Scootitude that we are known for, but also what it was like to work with the Scoot team on a daily basis. To avoid wasting the agencies' time and resources, we were careful to invite only

those with whom we felt aligned in terms of aspirations and values to submit an actual pitch. We are happy to declare BLK J as our creative agency of record and can't wait to work with them to take the Scoot brand and business forward as we continue to expand our global network."

Commenting on the newly-forged relationship with Scoot, CEO and Co-founder of BLK J, Rowena Bhagchandani said, "We are thrilled beyond words to be partnering one of Asia's fastest growing brands. These three months have helped us gain an understanding of and respect for the brand and the Scoot team. Like the BLK J team, all they want to create is great work that shifts the market. We look forward to a long and rewarding partnership with Scoot."

BLK J will commence working on Scoot's account from 1 January 2018, for a period of 27 months with an option to extend.

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About Scoot

Scoot is the low-cost arm of the Singapore Airlines Group. Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand and positioning it well for a new chapter of growth. Scoot has carried over fifty million guests and now operates a fleet of 16 state of the art, widebody Boeing 787 Dreamliners and 24 young and modern Airbus A320 family aircraft, with four more Boeing 787 Dreamliners and 39 Airbus A320neo aircraft on order. Scoot's network presently encompasses 62 destinations across 16 countries with Honolulu, Kuantan and Berlin to join the network soon. Scoot provides – in addition to fantastic value airfares – a safe, reliable and contemporary travel experience with a unique attitude – Scootitude. Offering amenities including on-board Wi-Fi Internet connectivity and in-seat power on selected flights as well as the ability to redeem and accrue Singapore Airlines KrisFlyer miles, Scoot was voted 2015, 2016, 2017 and 2018 Best Low Cost Airline (Asia/Pacific) by AirlineRatings.com and ranked in the Top 10 of the World's Best Low-Cost Airlines in 2015 by Skytrax. Scoot is passionate about changing the way people travel long distance. Book your tickets at FlyScoot.com or contact our Call Centre. Find out more on FlyScoot.com, Facebook.com/FlyScoot, Instagram.com/FlyScoot, and Twitter.com/flyscoot.