

# De pasquale lands Air Asia X

## Pay peanuts get Malaysia.

From Gold Coast to KL 4 times a week.



AirAsia.com  
AIRLINE OF THE YEAR 2007

*Air Asia X cracks a nice turn of phrase in its positioning.*

**B**risbane based *de pasquale* has been appointed as the national advertising agency for the country's newest airline, Air Asia X.

The agency's clever launch campaign has helped the low budget airline to 'take off' in South East Queensland in preparation for a national launch.

The campaign features a humorous twist on well-known catchphrases to reinforce Air Asia X's key elements of Asia and low cost, such as 'Cheap as Chopsticks' and 'Pay Peanuts get Malaysia'.

Part owned by the Virgin Group and based in Kuala Lumpur, Air Asia X is an industry leader in the global low cost airline environment.

The airline is an offshoot from the Air Asia model and entered the

Australian market late last year with direct flights four times per week from Malaysia's capital to the Gold Coast.

Air Asia X general manager Darren Wright said, after a short and targeted pitch for a support agency in the Australian market, *de pasquale* was "the stand out for its keenness shown for our business".

"The retail campaign created by *de pasquale* is really getting traction and will help prepare the marketplace for our expansion into other key markets such as Sydney and Melbourne," Mr Wright said.

"The response to our service has been fantastic with flights running full since the launch last year."

The key message that Air Asia X offered a cheap way to get to Asia will be driven by outdoor, press and radio

advertising in Gold Coast, Brisbane and Sunshine Coast markets.

Air Asia X's suite of marketing collateral will also incorporate the key messages with a creative execution.

*De pasquale* Gold Coast agency manager Scott Day said it was good to start on the ground level with an exciting and growing brand.

"It is positive to see that *de pasquale*'s flexibility and ability to work within brand guidelines to a shared vision have resulted in the beginning of the growth of Air Asia X from a start up company into a national brand in a timely manner," Mr Day said.

[www.depasquale.com.au](http://www.depasquale.com.au) ■

### IN BRIEF >>>

#### LIQUID ANIMATION WOWS ASIA AUDIENCES

QUEENSLAND'S INNOVATIVE FILM AND TELEVISION PRODUCTION capabilities are impressing the international market with several locally-produced commercials making impressions on Asian audiences.

Brisbane-based Liquid Animation, one of Australia's leading animation and digital production studios, has been making its mark in Asia, producing commercials for a range of high-profile international clients. "Liquid Animation has been working with Disney and exporting animation production and multimedia services to Japan since 2003, however, it needed help to broaden its range in the market," said Minister for Trade, John Mickel.

"Since June 2006, the Trade Queensland Tokyo office has been working with Liquid Animation to help the company grow its business in Japan, introducing the team to advertising agencies, television networks, animation houses and gaming companies," Mr Mickel said. Trade Queensland had helped secure the animator its first mainstream TV commercial with Japanese advertising agency Draft FCB, with the full-computer generated imagery (CGI) commercial for Sunkist lemons to begin screening soon in Japan.

"This commercial is expected to open many more doors for the company," Mr Mickel said.

[www.liquidanimation.com](http://www.liquidanimation.com) ■

## Brumby's founder bucks marketing

**B**rumby's bakeries co-founder Michael Sherlock knows how to make dough from very little money – and he is eager to pass on some of his experience to up-and-coming business owners.

Despite founding a \$46million franchise in Brumby's bakeries, Michael Sherlock believes the best value public relations and marketing is free. He said there were more ways to promote than press releases and marketing collateral and all SMEs should use their ability to connect with consumers face to face. After owning one Brumby's bakery in 1981, Mr Sherlock rescued the failing chain in 1991 to forge a 320 strong group.

"The way you promote your business doesn't have to come at a great expense," Mr Sherlock said. "The very best techniques can come from word of mouth marketing through receiving great service, or even having a

strong connection with the local community." A satisfied customer becomes the greatest brand advocate.

"They tell their family and friends, and become a frequent shopper over the years," he said. "It's very hard to replicate that type of loyalty with traditional PR and marketing."

When faced with their main competitor Baker's Delight (originally part of the same chain) spending \$6million on advertising, Brumby's had to get creative.

"We became advocates for preservative free bread, we advertised products our competitors didn't sell, and formed relationships with different charities," Mr Sherlock said.

"Know the difference between advertising and PR. Use public relations to support your advertising, and if you do, make sure you are accessible to the media and have a good story to tell." ■