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AIRASIA X BAGGED THE UBER SOCIAL WITovation AWARD AT THE 2013 WIT CONFERENCE

The award recognizes us as a company that has made awesome use of Social Media to tell a story, engage with the customer to improve service, increase loyalty and improve revenues

SINGAPORE, 23 October 2013 – AirAsia X, the leading long-haul, low fare affiliate of the AirAsia Group bagged the Uber Social WITovation Award title at the 2013 Web In Travel (WIT) Conference held in Singapore today.

The WITovation Awards recognize companies or individuals which have made a difference in a chosen field, either through a specific marketing campaign or an overall strategy, in the digital travel space in 2013. The WITovation Award include Uber Social, Absolute Mobile and True Specialist categories

AirAsia X was judged based on criteria's that portrayed a clear demonstration of great use of the medium in the chosen category, the efficient delivery of its message, creativity in terms of concept, execution and delivery, engagement with the intended audience and having the X-factor- a specificity that is unique to each category.

Yeoh Siew Hoon, Editor and Founder, Web In Travel said, "The AirAsia Group has always been at the forefront of social media engagement with its customers but this competition was a novelty. It injected a game element into flying and allowed friends to play with each other. Our judges were unanimous in applauding the idea of it and that it was a good execution of how to use social media to bridge the virtual and real world."

"One judge commented that it shows what can be done when marketers stop thinking of social media campaigns as free. We congratulate AirAsia on creating an awesome marketing moment with this campaign."

AirAsia X's Friendsy campaign which was launched in April 2012 was the winning drive for this category. The airline held a bold Facebook campaign, offering one lucky Facebook fan a chance to fill up a virtual plane of an Airbus A330-300 aircraft with a total of 377 seats by inviting their own Facebook friends for the specially reserved flight from Sydney to Kuala Lumpur including 3 nights stay and accommodation sponsored by AirAsia X, before returning home to Australia on their specially chartered flight. The campaign was part of the airline's new destination launch- Sydney in Australia.

The campaign which ran on AirAsia's Australian Facebook site went viral, gaining AirAsia Group global exposure.

Azran Osman-Rani, CEO of AirAsia X said, "The Friendsy Campaign allowed the virtual plane experience transform into reality and reiterates our tagline that "Now Everyone Can Fly Xtra Long". The campaign not only gained us global exposure but also allowed our Facebook fans to explore our plane features, products and services. The Friendsy campaign not only triggered a social buzz across our social media networking sites and garnered amazing PR in the media but also grew our Australian Facebook fan base up by over 30%."

"It is an honour for the airline to receive this award at the renowned Web In Travel Conference this year and our appreciation goes to all our guests and fans for their support. We will continuously improve our products and services through effective and innovative marketing communications techniques and digital

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campaign initiatives. Our mission to make flying an even more convenient, enjoyable and affordable venture for everyone will always be our utmost priority.”

The AirAsia website is one of the most visited travel sites in the region with more than 162 million page views and over 11 million unique visitors a month, with a healthy upward trend.

AirAsia as a group has a strong and rapidly growing following of over 7 million fans on all its social media platforms such as Twitter, Facebook, WeChat (China), Sina Weibo (China), Instagram, Pinterest, and YouTube. The AirAsia blog has also enabled AirAsia to provide real-time interaction with its guests, as well as personalizing and enhancing their AirAsia travel experience.

For more information, visit www.airasia.com.

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