

Melbourne, 25 May 2009

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Newsroom

Jetstar first Australian company to win Best Advertiser award in Japan

Australia’s low fares airline Jetstar has been selected as one of the 100 Best Brands in the ‘Breakthrough Advertising’ category in Japan at the 20th annual “Japan’s Best Advertisers” Awards Ceremony

This is the first time any Australian company has been recognised in Japan in these awards.

Previous winners have included Coca Cola, Proctor and Gamble, Apple and Nestle.

Jetstar Chief Executive Officer Bruce Buchanan said that winning the award was a tremendous achievement and demonstrates the significant impact Jetstar has made on the Japanese market.

“Winning this award is a real testament to the strength of the Jetstar brand and our ongoing commitment to developing a strategic position in Japan as part of our pan-Asian expansion,” Mr Buchanan said.

“It’s a real honour for our brand to be recognised on a global scale and for Jetstar to be now seen in the same company as some of the world’s leading brands.

“Being recognised with this award is another sign that our direct to consumer strategy in the Japan market is delivering real results, helping to increase visitation of Japanese customers to Australia,” he said.

Since the start of flights between Australia and Japan in March 2007, Jetstar has made a huge commitment to establishing and growing its brand presence in the Japanese market.

Jetstar launched an advertising campaign featuring one of Japan’s most popular celebrities, “Becky,” demonstrating Jetstar’s fresh personality while celebrating low fares to Japanese consumers.

The award is presented to the top 100 companies who achieved enhanced brand value over the previous year with effective outreach to their targeted audience through impactful, creative, and high quality television advertising.

The awards are conducted each year by Japanese research organisation CM Databank following the review of more than 17,000 television commercials from 9,472 brands.

The period of eligible advertising material for this year’s awards was April 2008 to March 2009, during which the organisation reviewed all television commercials on air in Japan from more than two thousand companies.

Feedback was also gathered from thousands of Japanese consumers in order to present an integrated review of the advertising.

Jetstar flies to more than 50 holiday destinations throughout Australia, Asia and the Asia Pacific.

Visit [Jetstar.com](#) to book your next great holiday escape.

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About Jetstar

About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific’s fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the “2022 World’s Top 10 LCC” released by Airline Ratings.

