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Newsroom

Jetstar launches "choice" campaign for domestic New Zealand flying!

Low fares airline Jetstar has launched a multi-million dollar advertising campaign across New Zealand in support of its newly announced domestic flying between Auckland*, Christchurch*, Wellington* and Queenstown* to commence on 10 June 2009*. (*Subject to regulatory approval).

Coinciding with today's commercial launch of Jetstar's future low fare services within New Zealand, the carrier has unveiled a fresh approach to build upon the expansion of the Jetstar brand and operations in New Zealand.

Jetstar's multi-faceted campaign includes a new television commercial, print, outdoor, online and ambient mediums.

Jetstar Chief Executive Officer Bruce Buchanan said the launch brand campaign for its future domestic New Zealand flying was designed to reinforce the airline's position as the region's low fares leader.

"Jetstar's unbridled commitment as an airline with a proven track record in the delivery of low fares and a value for money proposition for its customers is the fulcrum of this high profile campaign," Mr Buchanan said.

"Our simple, transparent and flexible way in which we offer accessible low fares to our customers has us poised to take Jetstar into a price leadership position in domestic New Zealand markets.

"Jetstar's credentials for excellent and hassle free customer service and bringing out the 'personality' in our brand are further elements of the campaign which we believe will gel with the current consumer mindset.

"Jetstar launched domestic Australian services in May 2004 and has expanded to a highly-competitive trans Tasman and international offering. With an initial commitment to allow more Australians to fly on our low fares, we're now extending this price commitment to New Zealanders.

"Now New Zealand has greater choice with Jetstar's domestic market arrival and a focus on offering our famous every day low fares."

To run across New Zealand, the Jetstar launch campaign will feature Australian comedian and radio personality Dave "Hughesy" Hughes, who recently visited Auckland for filming of the campaign's television commercial.

Mr Buchanan said: "Australian comedian Magda Szubanski endeared herself to millions when she starred in our launch in Australia five years ago and put Jetstar on the map. We believe that Dave Hughes has similar potential to strike a connection with New Zealand audiences."

Jetstar General Manager Marketing and PR David May said Jetstar's launch campaign was designed to be attention-grabbing and instantly distinctive.

"We invited Hughesy to star in our campaign because he's a true Aussie larrikin. He's funny, light-hearted and entertaining, and reflects the Jetstar personality," Mr May said.

"He really captures the essence of Jetstar and has an enthusiastic and unique way of conveying key elements of the airline that our launch campaign focuses on – particularly our low fares, award winning service and modern fleet of A320 aircraft.

Mr May said Jetstar sought to add a distinct New Zealand flavour to the campaign, and as a result, decided to change the well known 'Fly Away' soundtrack to a single aptly entitled 'Fly', by Kiwi band BONJAH.

BONJAH's laid back mix of folk, funk, roots and talented song writing will soon be a familiar sound to many New Zealanders.

Currently based in Melbourne, many of the band members are originally from Tauranga.

Mr May said more bands, such as popular Kiwi acts Elemeno P and Goldenhorse, were using advertising as a way to bring their music to a wider audience.

"With our New Zealand campaign we wanted to create a unique original sound. We are proud to be able to provide a platform for such a dedicated young group to launch their talent in the Kiwi market – after all that's where their roots are," Mr May said.

"What was most important to us was to capture something real – a unique sound that evokes a real holiday feeling and a desire to travel."

The advertising campaign was the result of a collaborative approach, developed in partnership with Jetstar's Marketing Department, Australian creative agency Big Red Group and New Zealand creative agency Harvey Cameron.




From 10 June 2009*, Jetstar will commence an initial four domestic New Zealand routes connecting Auckland*, Wellington*, Christchurch* and Queenstown*.

The introduction of daily direct Christchurch-Wellington* services will occur from 24 June 2009 and grow Jetstar's domestic New Zealand operations to 84 weekly return flights.






To view the major advertisement of the campaign, log onto Jetstar.com/nzlaunch.


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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.

