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Newsroom

Jetstar launches regional Australian brand campaign "Low fares, good times"

Australia's low fares airline Jetstar will launch two new brand campaigns simultaneously this week across the Australian and Asian region with the new tag line: "Low fares, good times".

The campaign is the first regionally integrated campaign as part of Jetstar's wider regional brand push, through Australia and Asia.

Jetstar Head of Marketing & PR, David May, said the new brand campaign is an exciting step for the low cost airline, expanding the brand out to the world.

"Our new advertising campaign is the next phase in exporting the brand onto the global stage, and celebrating the fact that we are now operating into Pan Asia," Mr May said.

"We've always been about low fares, but this advertising campaign reinforces the belief that not only is Jetstar the low fares leader, but is also delivering an exceptional product that more and more consumers are choosing throughout the region.

"Jetstar's had massive growth as an airline in the past year, and as we continue to grow our network domestically and internationally, it's a good time to remind people that you can have a fun and enjoyable experience on Jetstar, not just at your destination."

Jetstar uses its own employees in all advertising campaigns in each of the regions across the network, not paid actors.

Jetstar appointed Group M agency Maxus on a two-year contract effective from 1 July 2009 for Australian advertising.

In May Jetstar was 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. It was the first time any Australian company has been recognised in Japan in the awards.

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

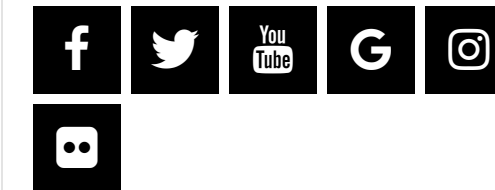
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About Jetstar

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.

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