

AD REVIEW

**SINGAPORE AIRLINES LOOKS FOR ANOTHER GREAT WAY TO FLY**

Nichola Patterson

COMPANY

[Singapore Airlines](#)[Limited](#)

One of the world's most enduring client/agency relationships looks to be under threat as [Singapore Airlines](#) calls a review on its advertising account, held for more than 30 years by Batey Singapore.

The agency's founder, Ian Batey, is the man behind the airline's iconic "Singapore Girl" and has held the account since 1972.

The airline has announced it is putting its global advertising account out to tender, with the first phase of submissions due on January 23.

Singapore Airlines (SIA) has appointed independent Singapore-based consultants R3 to conduct the pitch, with a shortlist due to be announced on February 9 and final presentations taking place in the second week of March.

SIA said the decision to review the account was guided by the need to "procure the best services available in the market at the most competitive price" and made it quite clear that the incumbent would also be invited to pitch.

Last year, Batey Ads lost another long-standing client, the Singapore Tourism Board to Y&R.

The media component of the account, currently held by [Mediaegde:cia](#), is not part of the review, however the airline admitted that is likely to be under the microscope in the not too distant future.

Batey Singapore handles the account through a network of 30 affiliates around the world. The tender document is quite specific in its demands for any agency pitching to have at least that, if not greater, capability.

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