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THIS WEEK



High-definition TV



Posterscope gets ready for Hyperspace lift-off

Singapore Airlines calls creative pitch

08 January 2007



SINGAPORE - Singapore Airlines is reviewing its 34-year relationship with Batey, in a development that leaves the WPP agency's future in the balance.

While the process does not extend to media agencies, the airline is also expected to review media buying, currently handled by MEC, at some point in the future.

R3 is managing the creative review, and interested agencies can refer to singaporeair.com for a copy of the RFI. A shortlist of agencies will then be briefed on a final RFP.

Last year, new Batey CEO Alan Fairnington admitted to Media that "if SIA disappeared today, then Batey would be consumed by another WPP company."

The agency was founded in 1972 to handle the SIA business, and has been invited to participate in the review.

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