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## Singapore Airlines Puts Ad Account Up for Review

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HONG KONG -- Singapore Airlines announced it is putting its creative ad agency account up for review, potentially endangering the incumbent Batey agency, which created the brand's iconic "Singapore Girl" in 1972.

A person familiar with the decision said that the review is intended to make advertisers compete for the airline's business, just as suppliers of aircraft and other services have long done, and that Singapore Airlines hadn't reviewed ad agencies in "an eternity."

The Singapore Girl image, that of a smiling Asian woman poised to serve, was widely credited with helping make the carrier one of Asia's most successful brands, and wouldn't necessarily be dropped with the review, the person said.

The airline didn't give the size of the account.


Batey, which has been invited to join the pitch, was long run by founder Ian Batey. In 1997, the agency was purchased by ad giant WPP Group PLC. In recent years, Batey has lost numerous key accounts.

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