

Nomination: 20362

Scoot Embraer E190-E2 Launch

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Scoot Pte Ltd
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<b>Page: Entry Information</b>
<b>Entry Title</b> Scoot Embraer E190-E2 Launch
<b>Category</b> C01 - C12 Award for Innovation in Communications / PR > C03. Award for Innovation in Media Relations
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <p>It's not every day one gets to launch a new aircraft. The launch of Scoot's E190-E2 Embraer aircraft (E2) wasn't just about unveiling a new plane—it was a moment to educate the public and the media on a fleet that was rarely seen in the skies of this region. We knew that we had to make a splash not just within the low-cost carrier (LCC) industry, but to leverage this milestone to raise awareness and create excitement for our media and consumers, reaffirming Scoot's position as the leading LCC brand in the region.</p> <p>Here's a paradox about aircraft launches: they often mainly excite aviation enthusiasts. But this launch was for everyone who travels or is thinking about travel. Unlike Airbus or Boeing, the Embraer is a lesser-known aircraft manufacturer in this part of the world and our task was to transform this milestone into a positive anticipation and celebration for travel.</p> <p>We had a simple, yet ambitious strategy to maximise impact and engagement, centred on a meticulously crafted four month long programme which provided both local and overseas media (AU, CH, IN, ID, JP, MY, TH) with a comprehensive experience designed to: Educate, Inspire, Excite.</p> <p>Educate: Key media were invited to peek into the heart of Scoot's operations for the first time. Tier one local and trade media were invited to experience firsthand, the rigorous training Scoot pilots undergo to master their craft at the SIA Training Center, home to the Asia Pacific's first E2 full-flight simulator.</p> <p>Eight key media representatives from Singapore joined Scoot's C-suites for an immersive familiarisation experience and unforgettable aircraft handover ceremony at Embraer's hangar facilities in Sao Paulo, Brazil. Over four days, they toured Embraer's production facilities, spoke to Scoot's executive and attended the ceremonial handover organised by Embraer. This generated widespread media coverage that celebrated Scoot as a first mover in the region.</p> <p>Inspire: We sought to inspire the future of travel by providing privileged access to visionary leaders as well as the faces that go behind bringing this launch to life. This included an exclusive interview with Scoot's COO Mr Ng Chee Keong to share insights on Scoot's readiness for regional expansion at the Singapore Airshow, two pre-launch roundtables with Scoot's CEO Leslie Thng and interviews with our network planners, engineers and crew.</p> <p>Excite: The anticipation continued as aviation enthusiast KOLs and media were invited to the E2's first landing in Singapore two weeks before the launch in May 2024. Marked by a water cannon salute that became a social media spectacle, the iconic shot of the aircraft dominated feeds and sparked excitement across aviation and mainstream audiences.</p> <p>The build-up culminated in a grand celebration at Singapore Changi Airport's gatehold room where 40 local and overseas media gathered for the vibrant blend of traditional lion dance and a modern launch video. Speeches from industry leaders and a first look into the newly furnished E2 aircraft cabins that spotlights Scoot's bold vision for the future of travel gave the media had a holistic launch experience.</p> <p>The launch of Scoot's E2 was a masterclass in storytelling. We seamlessly blended immersive experiences with impactful narratives and secured 307 pieces of earned local media and social coverage, generating 50.8 million social media impressions and an astonishing S\$4,340,647 in PR value from February to May 2024.</p> <p>Beyond the numbers, the campaign was about shifting perceptions and creating impact, transforming technical insights into compelling narratives. The results demonstrated how strategic and innovative media relations can generate impactful, cost-effective coverage while amplifying brand messaging. Not only did this position Scoot as a leading LCC, but it also shifted perceptions of low-cost carriers, proving that value and innovation can coexist.</p>

**For this category please provide**

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Do You Have Supporting Files You Would Like to Upload?**

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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**Do You Have Website URLs you would like to link to**

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