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ISCB wins worldwide Royal Brunei Airlines account

KUALA Lumpur-based marketing communications agency ISCB Worldwide Partners announced that it has won the worldwide Royal Brunei Airlines account.

Their success follows a five-way bid, with the others being the airline's incumbent agency Ogilvy & Mather Singapore, Lintas Singapore, Saatchi & Saatchi Singapore and Grey Kuala Lumpur.

ISCB's team, led by chairman Mukhriz Mahathir and chief executive officer Austen Zecha, had made the presentation to the airline in Bandar Seri Begawan last month.

Other team members included executive creative director and partner Julie Lingan and client service director and partner Ng Chiew Ping.

Royal Brunei Airlines marketing head Dayangku Sharinah P.M. Dato Sharifuddin said in a statement that ISCB was selected because of its totally integrated marketing communications presentation.

This catered for the airline's future expansion, plus the fact that the management and key senior people are partners and therefore the masters of the agency.

And it would enable them to make quick decisions and commitments, and avoid other conflicting airline accounts as well as changes of key personnel in the servicing of the account.

Hollywood songwriter Carol Connors - who has previously been awarded an Emmy, Grammy, Golden Globe and Academy awards - wrote an up-beat catchy theme song for the campaign.

The new song was introduced by Connors at the presentation, with Malaysian singer Ning Baizura presenting a Malay version.

The new worldwide campaign for Royal Brunei Airlines will be launched with the start of its new financial year in April and is timed to coincide with its new look and a number of new destinations.

ISCB's worldwide services to the airline will rely on its Worldwide Partners Inc's network of 92 partner agencies covering over 40 countries. Zecha is the chairman-elect after having just served as the Asia-Pacific chairman and vice-chairman of the Worldwide group.

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