



### Destinations With Jeff Hutchens & Singapore Airlines

#### What

- Photographer Jeff Hutchens flies to 5 destinations on Singapore Airlines and captures the city
- Online contest: Destinations with Jeff Hutchens

#### Where

- Ho Chi Minh, Vietnam
- Melbourne, Australia
- Beijing, China
- Zurich, Switzerland
- New Delhi, India

#### Objectives

- To highlight mileage program
- To introduce Jeff Hutchens as Nat Geo photographer
- To drive traffic to micro-site
- To promote Somewhere in China with Hutchens Brothers

#### The campaign incorporated the following elements:

##### On-Air:

- Sponsorship of Somewhere in China with the Hutchens Brothers
- Commercial airtime within and outside of sponsorship programs
- Channels: Nat Geo Regional (Hong Kong, Taiwan, Japan, Korea and India), NGC ANZ & Nat Geo Adventure

##### Online:

- Dedicated micro-site for SIA & NGC Destinations Contest ([singaporeair.com/ngcasia](http://singaporeair.com/ngcasia))
- Online banners for entire duration of micro-site
- Customized EDMs designed for different destinations and released at different stages of the campaign

##### Merchandise & Premiums:

- Creation of map with SIA destinations
- Contest prizes include Nat Geo premiums and air tickets sponsored by SIA

