

Experiential agency Alive launches Aviator consultancy service



Charlotte Birley, Alive Managing Director, believes the new Aviator consultancy will help brands deliver best-in-class customer experiences in duty free stores and airports

Experiential marketing agency Alive has launched a new Aviator consultancy service to support brands from around the world in successfully delivering airport campaigns overseas.

The Singapore-based agency specializes in delivering strategy-led results across Southeast Asia and now plans to utilize its skills and knowledge to help brands deliver best-in-class customer experiences and brand activations in duty free stores and airports in Asia, Oceania and the Middle East.

Through launching Aviator, Alive aims to reduce the confusion and time taken to investigate, scope and plan marketing activation in airports. With decades of experience and an unmatched knowledge database, Alive Aviator will take away the uncertainties of facilitating campaigns thousands of miles and many time zones away. The Alive Aviator knowledge base maintains in-depth contacts and operational processes for airports, security, media managers and approved vendors from the 50 busiest airports in both Asia and Oceania.

Charlotte Birley, Alive Managing Director, said, "Travel forms a huge part of life in this part of the world. Singapore sits on the doorstep of hundreds of prime travel retail locations with vast passenger engagement and spend opportunities in duty free, but often the path to delivering a

marketing campaign while navigating language barriers, time zones, local laws and cultures, security restrictions, finding the right media agencies, reaching airport owners, and more, is too much to take on.

“We are incredibly excited to finally be launching Aviator after two years in the making and be able to offer brands the opportunity to easily include Asian airports in their marketing plans.”

Sally Alington, Founder and CEO of Ethos Farm, added, “Given that borders in Asia were slower to re-open after the pandemic and now international air passenger traffic is growing exponentially, Alive’s Aviator service is exactly what the marketing aviation industry needs right now. More international brands investing in these airports will result in better customer experiences, and that’s what it’s all about in the end.”