

## Singapore's Tiger Airways Rebrands as Tigerair, Plans Network Expansion in Malaysia

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Singapore based low-cost airliner Tiger Asia has gone for an image makeover changing its name to 'Tigerair' along with a brand new logo.

"We have initiated a series of changes since late last year, and this brand identity should be seen as a reinforcement of our commitment towards a better and bolder Tigerair," said Koay Peng Yen, Group CEO of Tiger Airways Holdings, on the rebranding.

The new look has the airliner dropping the 'leaping tiger' logo for a suave 'Tigerair' font with a blush of orange accents to give it a contemporary feel.

According to the company, the "fresh and upbeat look" embodies its "brand personality of (being) warm, passionate and genuine."

Dr Seshan Ramaswami, associate professor of marketing education at Singapore Management University, said the new look is a welcome change from the older tiger leaping logo which he felt was "a little brash" and "in-your-face".



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"(The new logo) signals a change from an aggressive emphasis on price alone to slowly developing other competitive advantages," Dr Ramaswami was quoted saying by Asia One.

Samir Dixit, managing director at Brand Finance, said the new logo is "an attempt to erase the past and start afresh."

Tigerair Managing director Ho Yuen Sang also revealed the airliner's plans for expansion of its air base in Malaysia based on increasing passenger demands.

"We are looking at Ipoh, Kuala Terengganu and Kota Kinabalu as the new destinations for Tigerair. Currently, Tigerair stops in Penang and Kuala Lumpur," said Ho at the unveiling of the new look, reported The Star Online.

The airliner also aims to increase the number of passengers by about 20 per cent by March 2014 and it has leased six A320 airbuses. Tigerair had carried 4.5 million passengers in 2012.

The firm had recently sold 60 percent of its holdings in its Australian subsidy to Richard Branson's Virgin Australia.