

JETSTAR IN JAPAN

Graphic: 'Jetstar in Japan'.

Various videos showing different viewpoints of a Jetstar aircraft stationed in a hangar.

Map showing Asia Pacific region with numerous routes connecting main cities with text, 'The leading LCC in Japan'.

Text on screen, 'A brand adopted by Japanese' followed by 4 screen split with Jetstar Japan commercials shown in

Pie charts revealing the brand strength of Jetstar with 49.6% awareness compared to True Aussie Beef (60%), Ugg (25.2%) and Quicksilver (22.6%). Source: Forethoughts research Mar 2015 Australian Brand Awareness.

Videos of numerous promotional campaigns and photoshoots of cabin crew and aircraft.

Text on screen, 'A leader in social media' followed by image of mobile phone with text, connected with over 7,000,000 social media consumers"

Text on screen, 'social media activations' with videos of a range of Jetstar events and promotions

Text on screen, 'Fasio x Jetstar cross-promotion' with images of flight crew dancing in aisle of aircraft.

Text on screen, 'A leader in innovation' with panning video of Jetstar B787 Dreamliner flying with text, 'Next generation Dreamliner linking over 500,000 passengers between Australia and Japan'.

Map of Japan with text, 'The first airline to sell tickets via ATMs... now selling airline tickets in 12,749 convenience stores across Japan'.

Montage of customers jumping.

Graphic of Jetstar logo with corresponding Japanese text.