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## Media Contacts Rejoices KLM Global Win

By: Marcus Chhan, SG

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Singapore - Media Contacts has beaten off 14 other agencies to win KLM's global digital assignment - the agency also handles the digital media programme for Air France.



Pandey

"Media Contacts has been selected as digital media agency due to its strategic capabilities, international coverage, especially in SE Asian markets as well as a competitive fee structure. The fact that Media Contacts is also Air France's media agency will also bring benefit for both companies, especially in the combined Air France and KLM's field organisation," Edith Kraayeveld, regional marketing manager for Air France KLM said.

Neerghen told *Marketing* that appointing one global media agency "comes in line with KLM's long term vision in online marketing and focus on an expert level of service in this area for the future".

According to KLM, the agency will now have a "focused role for KLM, having a cross media-effects in media planning, buying and execution of online advertising, as well as affiliate marketing and meta search".

"In Singapore and SE Asian region, we handle two of the most respected air travel brands- KLM and Air France. We handle the industry leaders in the categories that have strategically utilised the internet and have been very advanced in domain knowledge. This makes us develop extremely well developed digital campaigns and helps us position ourselves as industry experts," Shalabh Pandey, director of Singapore and Malaysia for Media Contacts said.

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