



COME MAKE MAGIC WITH US.

Come make MAGIC with us

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## Changi Airport Group invites talents to "Come Make MAGIC with Us" in new reimagined employer brand

**SINGAPORE, 6 July 2023** – Changi Airport Group (CAG) has unveiled a new employer brand designed to inspire candidates to join the company. As part of the reimagined employer brand, CAG is inviting talents with the ability to create magic in every aspect of its business such as turning different touchpoints into memorable experiences with innovation and technology.

With a relentless commitment to pushing the boundaries of what an airport

can be – from operational efficiency to memorable experiences, from emergency services to retail and dining, employees envision endless possibilities in their everyday work. The campaign runs with the #IMCAG identity ('I AM CAG'), an anagram of the word #MAGIC. This idea was creatively conceptualised in-house by a CAG employee during a brainstorm session.

The new employer brand is portrayed in a [brand video](#), which brings viewers on a journey through CAG's offices, airport terminals and the airside. The video captures the spirit of innovation and collaboration of employees at work across Changi Airport. It also highlights the hard work and dedication of the entire CAG team that goes into creating the iconic Changi Experience that underpins the achievement of being the world's most awarded airport. Featured in the film are some of Changi's latest innovations being trialled or recently launched in the airport such as the autonomous auto-dolly at the airside, baggage tracker, and the use of robotics.

### ***Innovation takes center stage at CAG***

To fast-track innovation and support CAG's ambition to create the airport of the future, innovation centered training, programmes and enablers have been set up.

CAG's Innovation Team and the innovation champions from the operating units drive the innovation culture in CAG. They shape processes and organise resources to speed up innovation on ground. The CAG Centre of Excellence and Accelerator Programme, with its internal network of consultants, is another key catalyst for the development of new ideas and capabilities within the company. In the past year, over 70 project teams leveraged the technical expertise of the Accelerator [\[1\]](#) to co-create innovative solutions, leading to significant productivity gains and improvements to the airport experience.

Justina Tan, CAG's Executive Vice President, Corporate, People & Culture, said, "As we celebrate Changi Airport Group's 14<sup>th</sup> Anniversary, it is timely to embark on this journey of a brand refresh. Our new employer brand seeks to capture the spirit of innovation, creativity and magic. In our pursuit to be one of the most innovative companies in Singapore, it starts with inspiring our people to have a growth mindset, to constantly experiment and redefine the norms. This is encapsulated in our new brand identity #IMCAG ('I AM CAG') which is a play on the word MAGIC, representing the magic of the work that

our employees do every day.”

“The aviation industry presents a bright outlook with prospects for growth. CAG’s diverse lines of business and enterprise-wide ambition for innovation means there are boundless opportunities. We are looking for talents who are passionate to play a part in innovating and shaping the future of aviation, working in the world’s most awarded airport.”

The new employer brand was launched to coincide with CAG’s 14<sup>th</sup> anniversary celebrations on 5 July 2023. Within the CAG office, a photo contest, MAGIC reflection board for employees to pen their thoughts on how they have created magic, as well as carnival style treats were available for employees to celebrate the launch.

A series of three mini videos will be subsequently rolled out on CAG’s [LinkedIn](#) and [YouTube](#) channels in the month of July.

### ***Leading Employer of Choice***

In the Randstad Employer Brand Award 2022, CAG was among the top 10 most attractive employers in Singapore for the 10<sup>th</sup> year running. In Singapore’s 100 (S100) Leading Graduate Employers 2022 ranking, CAG emerged as a double winner for the first time in both the Aviation, Transport & Supply Chain, and Hospitality, Leisure & Tourism sectors.

To all aspiring candidates, come make magic with CAG! Check out over 90 career opportunities on CAG’s [careers page](#) or follow @Changi Airport Group on LinkedIn.

Images can be downloaded from: [Come make MAGIC with us](#)

[1] CAG was awarded as one of Asia’s Most Innovative HR Teams by HRD Asia for its Accelerator Programme

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://www.changiairportgroup.com)) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

As one of Asia's most connected international aviation hubs, Changi Airport links Singapore to some 140 cities globally, with over 100 airlines operating more than 6,000 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi Airport's shopping and dining offerings of over 550 F&B and retail outlets across the airport. The world's most awarded airport, Changi has won over 650 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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