



[www.omy.sg](http://www.omy.sg)

# omy Blog Club Case Studies

# Advertisers/Sponsors' Projects

My Royal Caribbean Cruise Adventure with Royal Caribbean

<http://project.omy.sg/royal-caribbean>

<http://blog.omy.sg/royal-caribbean>

Together with Royal Caribbean Cruises, omy.sg sent a group of ten bloggers on a 5D4N SE Asia cruise trip. The bloggers blogged, tweet and Facebooked their experiences to share with their readers.

The ten bloggers were selected from a group of over 40 bloggers who attended a half-day ship tour hosted by Royal Caribbean. They were picked based on the quality of the content in their half-day ship tour blog post.

Two bloggers from among the ten were picked to win a Mediterranean cruise trip via voting and quality of their blog posts.



# Advertisers/Sponsors' Projects

My Hong Kong Travel Blog with the Hong Kong Tourism Board

<http://project.omy.sg/hongkong>

<http://blog.omy.sg/hongkong>

omy.sg, in collaboration with the Hong Kong Tourism Board (HKTb) sent ten bloggers on a 4D3N trip to Hong Kong to experience the Dragon Boat Carnival and other fun activities in Hong Kong, as a viral marketing campaign to promote Hong Kong tourism. The ten bloggers are selected from over 1000 bloggers who registered for the Singapore Blog Awards (<http://sgblogawards.omy.sg>) in 2010.

The bloggers shared videos, photos and their itineraries online via a specially created omy.sg blog from July till end August 2010 – <http://blog.omy.sg/hongkong>. Readers also get to vote for their favourite bloggers' itinerary (<http://project.omy.sg/hongkong>) and in doing so, may win a trip to Hong Kong for themselves.





# Advertisers/Sponsors' Projects

The Singapore Dance Delight Blogging Challenge with F&N

<http://blog.omy.sg/fnn>

The Singapore Dance Delight Blogging Challenge was held in conjunction with a mega street dance competition, the Singapore Dance Delight, organised by local dance school, O School.

Bloggers were to attend and blog about the event to win a trip to Osaka to cover the Japan Dance Delight Finals in Japan, among other attractive prizes.

F&N collaborated with omy.sg twice, in 2010 and 2011 to run the blogging challenge component, incorporating more social media elements like Twitter, Facebook and Foursquare in 2011.

Campaign in 2011 won the Singapore Media Awards 2011 – Best Digital Use for Singapore  
(<http://www.fnnfoods.com/awards.php>)



# Advertisers/Sponsors' Projects

## Kit Kat's Yer Big Break Blog Challenge

<http://blog.omy.sg/kitkat>

This is an added blogging component of Kit Kat's Yer Big Break Design Contest. To viral the campaign on social media and blogs, a group of ten bloggers were selected to compete for a dream vacation, based on their coverage of the Yer Big Break contest and blog entries on the theme of "taking a break".



## Sin Guy Sin Girl Vodcast series with Violet Lim

<http://blog.omy.sg/singuySingirl>

Collaboration vodcast series with Lunch Actually on the dating scene in Singapore. A series of 6 vodcasts were shot, and released over a 6 weeks period. Each vodcast dealt with different dating topics and featured interesting show guests like famous bloggers, Steven Lim and Holly Jean.





# Advertisers/Sponsors' Projects

Let the Feast Begin – with Far East F&B

<http://blog.omy.sg/let-the-feast-begin>

<http://contest.omy.sg/let-the-feast-begin-yummilicious>

<http://contest.omy.sg/let-the-feast-begin-waterfront>

<http://contest.omy.sg/let-the-feast-begin-gastromania>

A series of 3 “feast” events ran together with Far East F&B. The feasts were ran over three weekends at Icon Village, Far East Square and Riverside Point. A group of 15 bloggers were invited to feast at all the participating tenants at each location in a 3 hrs period. The bloggers are then to blog about their experience to share with readers. There’s an additional voting round to pick the best bloggers for increased public engagement.



# Advertisers/Sponsors' Projects

## F&N's Zesta – INVOUGED Blog

<http://blog.omy.sg/invogued>

Invogued is a fresh content vertical in omy.sg's Lifestyle section, helmed by six carefully selected style and trend leaders. The site was launched together with F&N's new energy drink, Zesta as a sponsorship.



## CITISPA 360 Challenge

<http://project.omy.sg/citispa360/>

<http://blog.omy.sg/citispa360/>

Six ladies were selected to undergo a 360 transformation by CITISPA, with three focused on facial transformation and another three on body transformation. The ladies shared their 8 weeks transformation experience on a shared blog, with the final winners revealed in a finale ground event.





# Advertisers/Sponsors' Projects

## Estee Lauder CyberWhite

<http://blog.omy.sg/estee-lauder>

<http://event.omy.sg/estee-lauder>

To launch their latest CyberWhite products, Estee Lauder worked with omy.sg to engage a group of bloggers who get to try the product before the official launch and blog about their experience. Public are then invited to register for a CyberWhite workshop if they are interested to find out more.



**ESTÉE LAUDER CyberWhite Blogging Challenge**  
 Experience Estee Lauder New CyberWhite Cellular Collagen

**Meet the Bloggers**

**ROBINSONS**

## Garmin-Asus Blog Contest

<http://contest.omy.sg/asus-eee-pc/>

To promote the Garmin-Asus GPS smartphone, Asus worked with omy.sg to engage a group of driving bloggers to try out the GPS navigation system. After the bloggers wrote about their experience, public is invited to vote for their favourite blog post.



**Vote for your favourite**  
**Garmin-Asus blogger**  
 to win a Garmin-Asus A50 navigation smartphone and more!

**ASUS A50**

**ASUS A10**

**Congratulations to our Winner!**  
 Readers' favourite Garmin-Asus blogger:  
**Aussie Pete**

**Winning Voter:**  
**Ng Kwok Meng**  
**S000704A**

Each of them will receive a Garmin-Asus A50 smartphone.



# Advertisers/Sponsors' Projects

## Mary Chia' Urban Homme – Urban Icon Challenge

<http://blog.omy.sg/urbanhommeicon>

Beauty contests are not just for ladies. Together with omy.sg, Mary Chia ran a men's blogging challenge whereby six PMET males were selected to compete for the "Mr Uban Homme" title. To win, the contestants have to blog about their treatment sessions at Urban Homme.



## Hong Kong Tourism Board – Hong Kong Super Shopper Contest

<http://blog.omy.sg/hong-kong-super-shopper>

To pick the Singapore representative team for the regional Hong Kong Super Shopper Contest, the Hong Kong Tourism Board ran a selection round in Singapore together with omy.sg. 6 teams of duo were paired with a fashion blogger each. They were given a Hong Kong –related theme to construct their best interpretation of an outfit within 24 hours. The bloggers are to blog about the creation and brainstorming process.



# Advertisers/Sponsors' Projects



## Selphy Connections Blog Contest

<http://contest.omy.sg/canonselphy/>

Blog contest organised by omy.sg and Canon to promote Canon's Selphy CP780 compact photo printer. Six bloggers were selected to review and blog about their experience with the new Canon Selphy compact photo printer. Public is then invited to vote for their favourite blog entry to win prizes.



## Despicable Me Movie Vodcast + Bloggers Invite

<http://blog.omy.sg/blogclub/2010/07/08/movie-preview-despicable-me-opens-8-jul/>

<http://showbiz.omy.sg/Showbiz/E-News/Story/OMYStory201007091505-166898.html>

Bloggers movie outing organised by omy.sg together with United International Pictures. The bloggers get to attend the movie preview and are interviewed after the movie in a vodcast posted on omy.sg.





# Advertisers/Sponsors' Projects

## GV Yishun Renovation Party

<http://blog.omy.sg/blogclub/2010/08/17/gv-yishun-renovation-party-and-phua-chu-kang-the-movie/>

Bloggers dressed up as contractors to attend the closing ceremony of GV Yishun as well as review the new Phua Chu Kang movie.



## NHB's IMPRINTS Exhibition

<http://blog.omy.sg/blogclub/2010/05/11/imprints-exhibition/>

Bloggers attended an exhibition organised by NHB and write reviews about the event.



## KFC Egg Tarts Launch

<http://blog.omy.sg/blogclub/2010/02/09/kfc-egg-tarts/>

Bloggers get to try the egg tarts for the launch and blog about the new item on the KFC menu.





# Advertisers/Sponsors' Projects

## Domino's Cheese Burst Pizza Launch

<http://blog.omy.sg/blogclub/2011/07/18/bloggers-get-cheesy/>



## Tiger Beer's Tiger Street Football Event

<http://blog.omy.sg/blogclub/2011/04/25/tiger-street-football/>



## Shaw's Premiere Cinema Launch

<http://blog.omy.sg/blogclub/2011/02/18/experience-premiere-at-shaw-theatres-nex-serangoon-central/>



## Home Run Cinema's Homecoming Movie Gala

<http://blog.omy.sg/blogclub/2011/01/31/at-homecoming-%e3%80%8a%e7%ac%91%e7%9d%80%e5%9b%9e%e5%ae%b6%e3%80%8b-gala-premiere-and-post-party/>



**Thank you!**



**敢上, 就有fun!**  
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