

**XMA CROSS MEDIA AWARDS 2012  
(ANNEX A)**

**CATEGORY: SPECIAL PROJECTS – BEST INTEGRATED MEDIA CAMPAIGN**  
**ENTRY TITLE: RHB-THE STRAITS TIMES NATIONAL SPELLING CHAMPIONSHIP**  
**COMPANY: SINGAPORE PRESS HOLDINGS LIMITED**



# THE ORIGIN

RHB - The Straits Times National Spelling Championship 2012 originated from an annual spelling competition organised by the Ministry of Education (MOE). The competition received a few hundred participants each year, and the Ministry faced difficulties convincing schools to participate because of its low profile.

Editors of The Straits Times, who had always been invited as guest judges for this contest, were familiar with its mechanics, and talk of undertaking its production had been in the works. Simultaneously, the RHB Banking Group approached The Straits Times to explore a possible partnership to promote literacy. In Malaysia, the bank sponsored its own "Spell-It-Right" competition, and was looking to develop a similar event in Singapore.

The Straits Times editorial team seized the potential, and combined the aims of sponsor and Ministry. Running the contest would encourage students to read more and spell better, and make the broadsheet synonymous with literacy promotion. So with a fully fleshed out cross-media plan presented to the Ministry, The Straits Times won its support. The editorial team then invited its other strategic content partners -- National Library Board and Speak Good English Movement, to boost the event's profile and leverage on their expertise.

Meanwhile, a fully integrated marketing strategy provided a one-stop solution for RHB. As presenting sponsor for the event, they were willing only to work with a media partner that was able to reach all platforms for this young segment, from schools to educators to parents. So was born the RHB-The Straits Times National Spelling Championship -- The Big Spell.



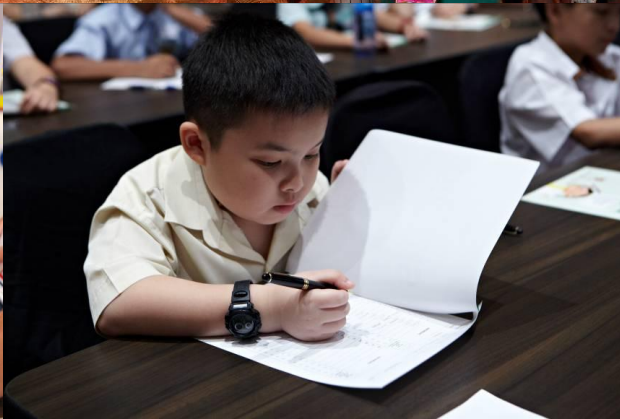
# KEY OBJECTIVES

- \* **Employ and exploit** all aspects of The Straits Times' media platforms to raise the profile of the National Spelling Championship to a nation-wide level.
- \* **Associate The Straits Times brand** with the educational aim of getting pupils to read more and spell at an expert level.
- \* Increase brand awareness of The Straits Times broadsheet as an **authentic learning resource among schools**, parents and pupils, which can improve their English language learning.
- \* **Champion the spirit of competition** in the mind sport of spelling in a digital age that offers instant spell checks and autocorrects.

# TARGET SEGMENT

## Primary 4-6 students

(i.e. aged 10 – 12 years old)



# TIME SCHEDULE

## **14 January 2012**

Official Launch of RHB - The Straits Times National Spelling Championship 2012

## **January 2012 – February 2012**

Call-For-Entries

## **10 March 2012**

Preliminary Rounds

## **14 April 2012**

Zonal Rounds

## **28 April 2012**

Grand Finals



# THE INTEGRATED MARKETING APPROACH

To achieve our objectives within the time frame, we employed the "SPH IS ON" approach.

The cross-media ideology seeks to offer advertisers the most ideal combination of media products and services to satisfy their requirements. By devising a campaign that is **ON STRATEGY**, **ON TRACK**, and **ON CALL**, the brand promise for The Straits Times is to deliver greatest returns for their investment. In The Big Spell campaign, the execution involved:

**On Print** – The Straits Times, The Sunday Times (Sunday edition of The Straits Times) and Little Red Dot (The Straits Times' weekly school magazine for primary school pupils) as well as printed leaflet

**On Line** –straitstimes.com, The Straits Times RazorTV, STOMP and campaign microsite

**On Air** – Radio 91.3FM

**On Ground** – Event management for the various rounds of the contest by the event management arm of SPH



# THE BENEFITS

## **Singapore Press Holdings (SPH)**

In terms of monetary gain, this project bought in approximately \$800,000 for SPH. In addition, brand awareness and preference towards The Straits Times were also raised among pupils and we also see more educators using The Straits Times as an authentic learning resource in class.

The circulation for The Straits Times' Newspapers In Education publication, Little Red Dot, also increased by 8,000 copies per week during the contest period, reaching more than 60,000 subscribing schools weekly, as teachers used its content to prepare pupils.

## **RHB Banking Group**

An improvement in brand awareness and brand preference towards RHB was also observed among the pupils. After its highly successful inaugural partnership, RHB is already in talks with The Straits Times to develop the programme for subsequent years, as well as across the border.

## **Ministry of Education (MOE)**

The Straits Times' marketing and publicity efforts amplified the campaign and brought it to a national level, doubling the participation rate from 600 in the previous year to about 1,200 pupils. Its involvement allowed more semi-finalists and finalists to compete, increasing the visibility of the competition.

## **Target Segment (Pupils)**

An improvement in pupils' spelling proficiency was observed by the teachers. This could be attributed to the heightened interest in spelling as well as the various aids (spelling guide and online game) developed by The Straits Times for The Big Spell.