

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

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



# 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



In order to generate interest and encourage participation, call-for-entry ads and advertising blurbs were placed on The Straits Times and The Sunday Times (Sunday Edition of The Straits Times).

In addition, the project team also ran a series of one-page feature on interesting words and spelling techniques on Little Red Dot (The Straits Times' weekly school magazine for primary school pupils) to prime students for the quest.

Other printed collateral include leaflets distributed via partners.







# PRINT ADVERTISEMENTS

## THE STRAITS TIMES & THE SUNDAY TIMES



The Straits Times  
01 February 2012



The Sunday Times  
12 February 2012



The Straits Times  
15 February 2012

The Sunday Times / The Straits Times  
15 January 2012 / 18 January 2012

# PRINT BLURBS THE STRAITS TIMES

review.

**PHARMACEUTICALS**

## Postmarket studies for drugs a boon



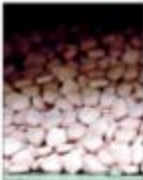
**By Ann-Sie Lim**

**W**hen you buy a new drug, you are not just buying a pill or a bottle of capsules. You are buying a promise that the drug will do what it is supposed to do, and that it will be safe. But how do we know that? The answer lies in postmarket studies, which are a boon for patients and doctors alike.

Postmarket studies are a type of research that is conducted after a drug has been approved for sale. They are designed to monitor the safety and effectiveness of a drug in the real world, where it is used by a large number of people over a long period of time. This is in contrast to clinical trials, which are conducted before a drug is approved and involve a smaller number of people for a shorter period of time.

There are several reasons why postmarket studies are important. First, they can help to identify any side effects or other problems that may not have been detected during clinical trials. Second, they can help to determine whether a drug is actually working as well as it is supposed to. Finally, they can help to provide information about how a drug is being used in the real world, which can be useful for doctors and patients alike.

While postmarket studies are a boon for patients and doctors, they are also a challenge for pharmaceutical companies. They can be expensive and time-consuming, and they can also be subject to criticism from some people who believe that they are not rigorous enough. However, the benefits of postmarket studies far outweigh the challenges, and they are an essential part of the drug development process.



Postmarket studies for drugs a boon

**Welcome home to eco-blissfulness.**

Being green starts in the way you go. The most powerful step towards a greener life is to live in a green building. The greenest form of development is one that not only takes care of the planet but also takes care of its people. At BLISS, we have created a new way of living that is both sustainable and comfortable.

At BLISS, we have created a new way of living that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Energy-efficient**  
Our buildings are designed to be energy-efficient. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Water-efficient**  
Our buildings are designed to be water-efficient. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Healthy living**  
Our buildings are designed to be healthy for the people who live in them. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Virtual farming**  
Our buildings are designed to be virtual farming. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**North-South orientation**  
Our buildings are designed to be North-South orientation. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Wind deflectors**  
Our buildings are designed to be wind deflectors. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Rainwater harvesting**  
Our buildings are designed to be rainwater harvesting. We have used the latest technology to create a living environment that is both sustainable and comfortable. Our buildings are designed to be energy-efficient, water-efficient, and healthy for the people who live in them.

**Special Package Available!**

Visit our show flat at 2A Siman Lane (opp. 10am - 5pm daily)  
Call (65) 6287 5786 / (65) 9190 0543



RHB STRAITS TIMES NATIONAL Spelling CHAMPIONSHIP

## SPELL IT RIGHT!

Win \$5,000 and the honor of being Singapore's top speller by taking part in the National Spelling Championship 2012.

Schools can nominate up to eight pupils from Primary 4 to 6 to take part.

For more information, log on to [www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)



RHB STRAITS TIMES NATIONAL Spelling CHAMPIONSHIP

## THE BIG SPELL IS HERE

The National Spelling Championship is a prestigious event that celebrates the talents of young spellers across Singapore. It is a chance for students to showcase their spelling skills and win a prize worth \$5,000. The competition will start in March 2012 with preliminary rounds in April and the grand final in May 2012. The National Spelling Championship is a chance for students to showcase their spelling skills and win a prize worth \$5,000.

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For more information, log on to [www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)



**Spelling CAN YOU SPELL?**

Win a \$150 worth of Popular Bookstore vouchers, a Canon i985 digital camera, a portable iPhone charger and more. Submit your score to win a 16GB iPad2 at our Lucky Draw!

For more information, log on to [www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)

RHB STRAITS TIMES NATIONAL Spelling CHAMPIONSHIP

## AN EXCITING SPELL FOR SINGAPORE SCHOOLS

For the first time, RHB Bank and The Straits Times are jointly organizing the National Spelling Championship.

Now you can also join in the fun and win prizes by playing the SpellCaster Harry and sport your way to an iPad2!

The top SpellCaster scores each month will win \$100 worth of Popular Bookstore vouchers, a Canon i985 digital camera, a portable iPhone charger and more from The Straits Times and RHB Bank.

All players who scored four digits can receive items in the game will automatically be entered in a chance to win a 16GB iPad2 at our Lucky Draw.

**SPELLCASTER**

CLICK HERE TO PLAY GAME



RHB STRAITS TIMES NATIONAL Spelling CHAMPIONSHIP

## CAN YOU SPELL?

Play

online and you stand to win \$150 worth of Popular Bookstore vouchers, a Canon i985 digital camera, a portable iPhone charger and more. Submit your score to win a 16GB iPad2 at our Lucky Draw!

For more information, log on to [www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)



# PUBLICITY LEAFLETS

**RHB** **STRAITS TIMES.**

# NATIONAL Spelling CHAMPIONSHIP SINGAPORE

In partnership with

Supported by **Public Libraries Singapore**

**LEARN TO SPELL IT RIGHT**

Spell better with a special eight-part series in Little Red Dot. Watch out for the tips and exercises starting January in LRD.

- Be part of the spell-binding event online. Find out what kind of spell-caster you are with our online game on [www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell) and win prizes. Watch the preliminary, zonal and grand finals online on RazerTV ([www.razer.tv](http://www.razer.tv)).
- Listen to spell better. Tune in to 91.3 FM to find out more about the National Spelling Championship. Listen for info capsules on word of the day and spelling contests on air.
- Find out more on our transcripts where we spell out the rules and regulations.

[www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)

**RHB** **STRAITS TIMES.**

# NATIONAL Spelling CHAMPIONSHIP SINGAPORE

In partnership with

Watch out for the event that will get the nation's pupils spelling!

## Who qualifies to vie for the top speller title?

A pupil in primary 4, 5 or 6 in any primary school or primary section of a full school, or the equivalent.

The pupil must be nominated by the school to participate in the preliminary round of the competition. The organisers have the final say on the eligibility of participants.

- Up to \$8,000 cash prizes to be won for the top spellers.
- The top speller will win \$3,000 cash and the school that he/she represents will take the Challenge Trophy.
- The first runner-up will win \$3,000 cash.
- The second runner-up will win \$1,000 cash.

## Out-spell the competition

**IN MARCH**  
Preliminary round with an expected 1,500 participants.  
**Written format:** Pupils have to spell 150 words that will be read out to them. Each word will be used in a sentence, so the meaning and form of the word is clear. The top spellers will proceed to the zonal round.

**IN APRIL**  
Zonal round with an expected 80 participants across four zones.  
Grand finals with an expected 20 participants.  
**Oral format:** Pupils will be seated on stage and they will take turns to spell aloud words read to them by a Pronouncer. They can ask questions to help them with the spelling. Each participant will get a different word. A participant who spells the word wrongly or is unable to spell the given word within the time limit of one minute will be eliminated. The words will become increasingly difficult.



# E-INVITE TO LAUNCH

## LAUNCH OF NATIONAL SPELLING CHAMPIONSHIP 2012

Don't miss the event set to get  
all Singapore pupils spelling.

The Straits Times is delighted to invite you to the launch of the National Spelling Championship, which signals the start of a three-month search for Singapore's top speller. Over the next weeks, primary school pupils from all over Singapore will compete for the grand prize of \$5,000 in "The Big Spell" and, of course, bragging rights as the Republic's spelling star.

For the first time this year, RHB Bank and The Straits Times are jointly organising the National Spelling Championship in partnership with the Ministry of Education, Singapore. The event is also supported by the National Library Board and the Speak Good English Movement.

We would be honoured to have you at the official launch of National Spelling Championship on January 14, and a screening of the movie *Akeelah And The Bee* afterward.

**Date** January 14, 2011 (Saturday)  
**Venue** Shaw Theatres, Lido 4, 350 Orchard Road, Shaw House  
**Time** 9am (Registration and reception)  
10am (Launch)  
11am onwards (Movie screening: *Akeelah and the Bee*)

RSVP by January 7 to Ms Elsie Chng on 6319-1748  
or Ms Dinah Ng on 6319-1607, at [mboevent@sph.com.sg](mailto:mboevent@sph.com.sg)

I look forward to seeing you there.

With warm regards



**Bertha Henson**  
Associate Editor, The Straits Times



motivated

abc words  
1234 words  
spelling  
spelling

# EDITORIAL COVERAGE

**All set for the Big Spell**

**Harvey Norman**  
BEDDING  
**The Launch of King Koil Heritage Series**  
from the Royal Court of Collection

10% OFF Additional \$500 OFF 10% OFF

FREE Delivery & Installation

BOOK FAIR

0% INTEREST

**CAD arrests former director of China Sky**

**PROVING THAT YOU'LL ALWAYS BE MY PRIORITY**

**THE AINFOREST**

**CAN YOU SPELL? KID**

**Guidelines on corridor clutter welcomed**

**Students offer designs of ideal police posts**

**Looming deadline spells a rush to enter contest**

**MF III**

**Aircraft technician sues firm over back injury**

**Spelling fever catches on among 900 pupils**

**FREE Heating Test**

**KIND**

**going like electric guitar**

**FREE**



An official website ([www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)) was created specifically for the contest. The public were invited to visit the website to check out details on the contest, view videos of the various rounds and even test their spelling ability through an online game.

Online banner ads were also strategically placed on popular portals such as [www.straitstimes.com](http://www.straitstimes.com) and [www.stomp.com.sg](http://www.stomp.com.sg). The latter is a citizen-journalism website that is very popular with students and youths.

The Straits Times' multimedia news portal The Straits Times RazorTV also showcased video clips of the preliminaries, zonal rounds and grand finals.



# OFFICIAL WEBSITE

[www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)

National Spelling Championship - Mozilla Firefox

File Edit View History Bookmarks Tools Help

National Spelling Championship

creative.asiaone.com/2012/1A/RH@\_1A120101/index.php

YTD Yahoo Search YouTube Amazon eBay Coupons\* Radio f t s Options\*

HOME NATIONAL SPELLING CHAMPIONSHIP (NSC) WATCH VIDEOS PLAY SPELLCASTER

## NATIONAL Spelling CHAMPIONSHIP

**AN EXCITING SPELL FOR SINGAPORE SCHOOLS**

For the first time, RHB Banking Group and The Straits Times are jointly organising the National Spelling Championship.

- Over \$9,000 cash to be won. The champion wins \$5,000 and the school that he/she represents takes the Challenge Trophy.
- The first runner-up takes \$3,000, and the second runner-up, \$1,000.

**Learn to spell it right**

Spell better with a special eight-part series in Little Red Dot. Watch out for the tips and exercises starting January in LRD.

**RAZOR TV**

Keep up with the spell-binding event by watching the preliminary, zonal and grand finals online on RazorTV ([www.razor.tv](http://www.razor.tv))

**91.3FM**  
TODAY'S BEST MUSIC

Listen to 91.3 FM to spell better and find out more about the National Spelling Championship. Listen for information capsules on the "word of the week" and spelling contests on air. Radio deejays from 91.3 FM will also visit shortlisted participating schools for Recess Express, where pupils can experience being a "stand-in" deejay.

**Top Speller**

Name: Vanessa Tan  
NRIC: Sxxxx828B

Mar 1st

**SPELLCASTER**

PLAY

# RUN-ON-SITES LEADERBOARD ADS

[WWW.STRAITSTIMES.COM](http://WWW.STRAITSTIMES.COM) & [WWW.STOMP.COM.SG](http://WWW.STOMP.COM.SG)



Dates: 14 January 2012 – 12 May 2012



Dates: 14 January 2012 – 12 May 2012

# NEWS ROTATOR ADS HOMEPAGE

## [WWW.STRAITSTIMES.COM](http://WWW.STRAITSTIMES.COM)

The screenshot shows the homepage of the Straits Times website. At the top, there is a navigation bar with the website's name, date (Monday, 16 January 2012), and options for Reader, E-paper, Login, and Subscribe. Below this is a banner for a Travel Package Promotion. The main header features the Straits Times logo, the Singapore weather (24°C - 30°C), and a search bar. A secondary navigation bar includes links for Breaking News, Premium, Race TV, Stamp, Community, Multimedia, Features, Projects, Classifieds, and Microsites. A central banner encourages users to click to go to ST Premium. The main content area is a news rotator with several articles. A red box highlights an advertisement for the National Spelling Championship, which is part of the RHB Straits Times promotion. The ad includes the text: "An Exciting Spell for Singapore Schools. Over S\$9,000 cash to be won. For the first time, RHB Banking Group, together with The Straits Times, will hold the National Spelling Championship here. To find out more, go to: www.straitstimes.com/bigspell". Other articles in the rotator include "TV chef strips in new show", "Things just got tougher in Afghanistan", "Take note: Banks take steps to fill demand for new notes", "Singapore shares close 1.26% lower on Monday", "Al-Qaeda overruns town south of Yemen capital", "French PM meets Myanmar regime to gauge reforms", "Japan probes radioactive apartment block", "Vigour leak 'likely' cause of Korean ship explosion", "Police arrest smugglers and illegal immigrant after sea chase", "ECB aims to restore calm after S&P cuts: Newstray", "Euro zone faces lower EFGF lending power or higher guarantees", and "Engineer fined for smuggling and cruelty to birds". To the right of the ad, there are sections for "The Big Story" (Master's pay cut proposal) and "Transport" (MRT breakdowns, tax fare hikes, and the halt of Singapore transport news). At the bottom right, there is a section for "Return to K'nan Football" (Singapore returns to the Malaysian Super League).

www.straitstimes.com/7b=1

A SINGAPORE PRESS HOLDINGS WEBSITE

Monday, 16 January 2012 Last updated at 5:26 pm Reader E-paper Login Subscribe

Click here to find out our Travel Package Promotion

ST The Leading Online Classifieds

JOB | CAR | PROPERTY | SHOP

THE STRAITS TIMES

Singapore weather 24°C - 30°C Search StraitsTimes.com

CLICK HERE TO GO TO ST PREMIUM

NAKED AND DUREAL TV chef strips in new show

A MARINE'S LAMENT Things just got tougher in Afghanistan

Take note Banks take steps to fill demand for new notes

TO SUBSCRIBE TO THE STRAITS TIMES, CLICK HERE OR CALL 6342 2000

**Breaking News**

5:08 PM Singapore shares close 1.26% lower on Monday

5:08 PM Al-Qaeda overruns town south of Yemen capital

5:05 PM French PM meets Myanmar regime to gauge reforms

3:08 PM Japan probes radioactive apartment block

4:10 PM Vigour leak 'likely' cause of Korean ship explosion

6:52 PM Police arrest smugglers and illegal immigrant after sea chase

3:46 PM ECB aims to restore calm after S&P cuts: Newstray

3:36 PM Euro zone faces lower EFGF lending power or higher guarantees

3:22 PM Engineer fined for smuggling and cruelty to birds

Show Breaking News

**RHB STRAITS TIMES NATIONAL Spelling CHAMPIONSHIP**

An Exciting Spell for Singapore Schools

Over S\$9,000 cash to be won. For the first time, RHB Banking Group, together with The Straits Times, will hold the National Spelling Championship here. To find out more, go to: [www.straitstimes.com/bigspell](http://www.straitstimes.com/bigspell)

**The Big Story**

**Master's pay cut proposal**

A committee has recommended pay cuts for the President, PM, other ministers & political office-holders.

**Transport**

All reports and developments after the MRT breakdowns, tax fare hikes and the halt of Singapore transport news.

**Return to K'nan Football**

After a 17-year hiatus, Singapore returns to the Malaysian Super League with the group of Malaysian 7's.

16 January 2012

Dates: 16 January 2012 / 26 January 2012/ 06 February 2012 / 16 February 2012 / 21 February 2012

# VIDEO CLIPS ON [WWW.RAZORTV.COM.SG](http://WWW.RAZORTV.COM.SG)

The screenshot shows the Razortv website interface. The main video player displays a scene from a spelling competition where three young boys are on stage. The video title is "Kids brought to tears at competition (RIB- ST Big Spell Pt 1)". The page includes a navigation menu with categories like HOME, LATEST, NEWS, ENTERTAINMENT, CURRENT AFFAIRS, LIFESTYLE, SPORTS, SPECIALS, and CHANNELS. There are also sections for "MOST POPULAR" and "EDITOR'S PICKS".

The screenshot shows the Razortv website interface. The main video player displays a young boy in an orange jacket speaking into a microphone. The video title is "ACS boy's strategy for winning (RIB- ST Big Spell Pt 2)". The page layout is consistent with the previous screenshot, featuring the same navigation menu and content sections.

The screenshot shows the Razortv website interface. The main video player displays a large graphic with the word "Spelling" and "CHAMPIONSHIP". The video title is "Youngster wins in Primary 4 (RIB- ST Big Spell Pt 3)". The page layout is consistent with the previous screenshots.

The screenshot shows the Razortv website interface. The main video player displays three young boys holding signs that spell out "EMBR". The video title is "Youngster wins in Primary 4 (RIB- ST Big Spell Pt 3)". The page layout is consistent with the previous screenshots.



SPH radio station - 91.3FM were tasked to run info capsules on word of the day, spelling contests on air and even visit shortlisted participating schools during the recess time.

They also helped to promote the contest via their official website and Facebook page.



# FACEBOOK BLURBS



**Radio 91.3**

Resident Official Official aka Aidil here! Who Is Ready To Play The Spelling Game? Coming Up Soon!



Like · Comment · Share · 5 hours ago ·

Like · Comment · Share · 2 hours ago ·

Blurbs prior Facebook contest to trail Facebook fans to look out for it

# FACEBOOK BLURBS

## Wall Photos

Back to Album · Radio 91.3's Photos · Radio 91.3's Profile

Previous · Next



## Wall Photos

Back to Album · Radio 91.3's Photos · Radio 91.3's Profile

Previous · Next



Like · Comment

Radio 91.3  
Good Morning From Raffles City Convention Centre! Students, Are We Ready For National Spelling Championship Prelim Round?

Album: Wall Photos  
Shared with: Public

# FACEBOOK CONTEST



## Radio 91.3

Resident Official Official has exclusive 91.3FM and RHB collectibles to give away. All you have to do is to guess the correct word!

-- a --- e --

Hint : a person whose job is to drive a person around in a car.

SMS in NRIC <space> Name <space> Can Spell <space> Answer to 97170913 now! You have 9hrs 13 mins to text in!

Hands up to RHB-The Straits Times National Spelling Championship 2012 in partnership with the Ministry of Education Singapore, and Supported by the Speak Good English Movement and the National Library Board!



Like · Comment · Share · 5 hours ago · 🌐

Like · Comment · Share · 2 hours ago · 🌐



The screenshot shows a Facebook post from the page 'Radio 91.3'. The post content is identical to the text on the left. The post includes a large image of the 'National Spelling Championship' logo, which features the 'RHB THE STRAITS TIMES' logo, the '91.3FM TODAY'S BEST MUSIC' logo, and a green chalkboard with 'recess express' written on it. The word 'Spelling' is written in large, colorful letters (red, orange, yellow, green, blue, purple). Below the main image, there are 'Like' and 'Comment' buttons. The post has two comments, both of which are mirrored text from the post itself. On the right side of the post, there are options for 'Album: Wall Photos', 'Shared with: Public', and 'Download'. At the bottom of the screenshot, there is a watermark for 'National Spelling Championship'.

# FACEBOOK PHOTO ALBUM

## The RHB Straits Times Recess Express at Fuhua Primary School.

By Radio 91.3 (Albums) · Updated about 3 weeks ago



# FACEBOOK PHOTO ALBUM

## The RHB Straits Times Recess Express at SJI Junior

By Radio 91.3 (Albums) · Updated about 2 weeks ago



# FACEBOOK PHOTO ALBUM

## Recess Express at Eunos Primary School!

By Radio 91.3 (Albums) · Updated on Tuesday

\*Value add by station : Recess Express at Eunos Primary School



# LEADERBOARD AND MAIN BANNER ADS

[WWW.RADIO91.3.COM](http://WWW.RADIO91.3.COM)

**91.3FM**  
TODAY'S BEST MUSIC  
radio913.com

**NATIONAL Spelling CHAMPIONSHIP**  
For the first time, RHB Banking Group and The Straits Times are jointly organising the National Spelling Championship

Organised by **STRAITS TIMES** **RHB**  
In partnership with supported by

**on air**



91.3 Hot 30 Countdown  
07:30 PM - 12:00 AM

**91.3FM**  
TODAY'S BEST MUSIC  
**Listen LIVE!**

Home Shows Win Hot 30 Voting TMM Galleries Music News R.T.H Advertise Contact Us T&C

**RHB** **STRAITS TIMES.**



**NATIONAL Spelling CHAMPIONSHIP**

Full Moon Party Free Throw Challenge Snow Patrol Sum-41 RHB Recess Express

**Top 10 on Hot 30**

**On Air Today**

	Today	Last Night	Artist Title
<b>NO 1</b>	1	3	Carly Rae Jepsen Call Me Maybe
	2	2	Cher Lloyd Ft Astro Want U Back
	3	1	One Direction One Thing
	4	4	The Wanted Invincible
	5	7	Chris Brown Ft. Rihanna Turn Up The Music

CHAMPIONSHIP



# DEDICATED PROMOTION PAGE

[WWW.RADIO91.3.COM](http://WWW.RADIO91.3.COM)

## Promotions

### RHB Spelling Championship



How well can your pupils spell?

The hunt is on for Singapore's top speller through the National Spelling Championship 2012. For the first time, RHB Bank and The Straits Times are teaming up to present the competition, which is supported by the Ministry of Education, Singapore.

The winner will walk away with \$5,000 cash, a trophy and bragging right as the Republic's top speller. The winner's school will receive a challenge trophy and a banner as well.

Your school is cordially invited to take part in the RHB-The Straits Times National Spelling Championship. The preliminaries begin on March 10 with a pen-and-paper round, while

After click through the main banner, it will be linked to a dedicated promo page

# POST EVENT PHOTO ALBUM

[WWW.RADIO91.3.COM](http://WWW.RADIO91.3.COM)

## 91.3 Latest Albums



Jessie J Press Conference



Recess Express at Eunos Primary School



Sentosa Kidz Flea Market



The RHB Straits Times Recess Express at SJI



Must Drink Friday 'The Hottest Club Look'



The RHB Straits Times Recess Express at



NuBox Car Decal Giveaway at East Coast



91.3FM Romance Repair Crew



SPH's event organisers sourced and selected ideal locations to hold the massive number of participants during each rounds.

They also developed and executed game play, and managed the recruitment of student volunteers for the task of ushering, playing contest "police", and traffic control.

They developed a strong staging identity and consistent mechanics, as well as event collaterals, such as The Big Spell trophies.







PHOTO GALLERY