

Category: Special projects

The Straits Times (ST) celebrates its 167th birthday with a carnival-cum-concert, titled the Straits Times Appreciates Readers (STAR).

The event, on July 15, aims to further strengthen the relationship between the paper and its readers, both print and online. The carnival just before the concert will be an opportunity for readers to meet the people behind the newspaper, with readers enticed to try their hand at headline creation and be a muse for ST's graphic artists.

The concert will be headlined by major international pop acts such as Boys Like Girls and 4Minute alongside local acts like Tanya Chua and Hady Mirza.

To promote the event, ST embarked on an extensive campaign through both traditional and social media, six weeks before the actual celebrations, beginning with a series of advertisements (**see Slide 1**) and articles in ST (**see Slides 2 and 3**).

In print, news stories on the performers and the concerts are run once a week at the onset and every day two weeks before the event (**see Slides 4, 5, 6a and 6b**). These stories, usually interviews and features, are also published on straitstimes.com (**see Slides 4 and 5**) and blasted out on Facebook and Twitter to further reach out to netizens (**see Slides 7, 8, 9 and 10**).

We also took the opportunity to create QR codes in the print articles to attract mobile readers and link them to straitstimes.com (**see Slide 11**).

To further integrate traditional, online and social media for this event, a Big Story was created on the homepage of straitstimes.com, where all relevant information about the STAR concert (**see Slide 12**) is easily accessible.

The STAR Concert Big Story, comprising an Info Box, news stories, photos, videos and links, also allows readers to get a better understanding of the event holistically (**see Slide 13**).

For instance, interactive elements, such as videos and audio interviews with the artistes, are not able to be transmitted through print media (**see Slide 14**). Photos and videos of the performers give readers an idea of what to expect, adding to the concert's increasing excitement.

The Info Box provides readers with a quick glimpse of the event, with essential facts such as the date, time, venue and ticket prices neatly laid out (see Slide 15).

All elements have come together to form a cohesive and wildly successful campaign that has led to 10,000 tickets sold*.

* Figure as of July 8, 2012.

6,000 tickets sold
19,000 left. Sign up now!

STAR
Straits Times Appreciates Readers

Be part of the STAR event

The Straits Times Appreciates Readers (STAR) party on July 15



Jason Derulo



4Minute

Boys Like Girls



Taufik Batisah



Hady Mirza

A mega carnival and concert will be held at
The Meadow at Gardens by the Bay
 Catch performances by international stars
Jason Derulo, Boys Like Girls and 4Minute, and Singapore Idols
Taufik Batisah and Hady Mirza

Venue: The Meadow at Gardens by the Bay
 18 Marina Gardens Drive
 Date: Sunday, July 15, 2012
 Carnival: From 3pm
 Concert: From 6.30pm
 Tickets: \$67 each for Straits Times readers
 (UP: \$75 each)



Goodies Galore

Apart from entry to the Star carnival/concert on July 15, participants will also receive goodies worth over \$100 such as:

- Entry to Universal Studios Singapore from 7.30 pm to 11 pm on either Aug 18 or 19. Yes, all rides will be on. (UP \$68 to \$74)
- Singapore Flyer ticket (UP\$29.50)
- Goodie bag with gifts and discount vouchers from sponsors



How to sign up for tickets

- 1) Via the interactive ads on The Straits Times on iPad
 - 2) At www.starevent.sg with your tablets, smart-phones or computers
 - 3) Call 6319-2368/2087 if you need help or if you want to sign up more than 20 people
 - 4) E-mail cst@sph.com.sg
- For more information, visit our event website at www.starevent.sg

THE STRAITS TIMES

