



WAN-IFRA XMA 2012

The Straits Times RazorTV

Cross Platform Special Projects

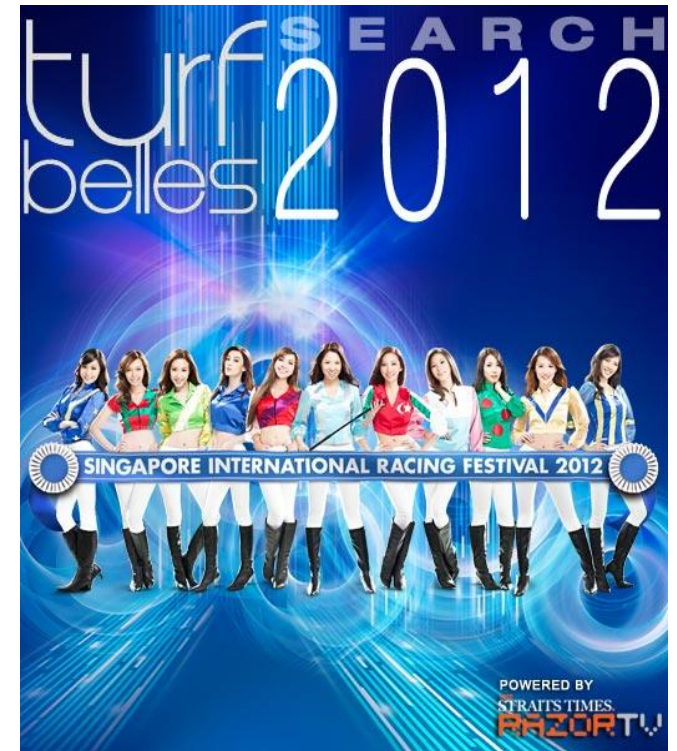
Best integrated social / traditional media campaigns



Campaign outline

Singapore Turf Club and RazorTV set out to publicise an annual talent event, The Search for Turfbelle 2012

To promote STC's horse racing culture with the search for brand ambassadors called the 'Turfbelles'.





Campaign Mechanics

The brief was to maximise reach and audience interaction using social media networked websites like RazorTV and STOMP.

Along with using traditional print media to drive the offline audience, online.



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Business units involved



RazorTV – Multimedia production arm of the English & Malay Newspaper Division (EMND) of SPH.



STOMP – Citizen journalism portal of The Straits Times.



The New Paper – Daily print tabloid of SPH



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RazorTV

Series of 20 videos conceptualised, produced and hosted on a RazorTV microsite

The screenshot shows the top navigation bar of the RazorTV website. It includes the Straits Times logo, the RazorTV logo, and various award badges such as 'WAN-IFRA Best Newspaper Website 2009 Silver Award' and 'TOP 10 WEBSITE IN ASIA 2010'. There are social media links for Facebook, Twitter, and YouTube, and a login section with fields for 'Username:' and 'Password:'. Below the navigation bar is a 'NEWSFLASH:' section with a link to 'Click on headline for full report' and a news snippet: 'Singapore shares open 0.54% h'. The main banner features a group of women in colorful outfits for the 'turf belles 2012' and a 'RAZOR TV iPhone/iPad app' download button.

This screenshot shows the content area of the RazorTV microsite. It features a video player for 'Avena: Part-Fiona Xie, part-Christy Chung (Turf Belles 2012 Ep 2.4)'. The video player includes a progress bar and a play button. To the left of the video are two smaller video thumbnails: 'The Last Lap (Turf Belle 2012)' and 'The journey to the top (Turf Belle 2012 crowning Pt 1)'. To the right of the video is a 'LATEST MOST POPULAR' section with several news snippets dated 12 April, 2012, including 'Prof Lin's wage proposal too drastic: Lee Yi Sthyan' and 'JCube's launch woes'. Below the video player is an 'EDITOR'S PICKS' section with four video thumbnails: 'Avena: Part-Fiona Xie, part-Christy Chung (Turf Belles 2012 Ep 2.4)', 'How safe is food from China?', 'K-pop, K-dramas, K-jewellery (HANculture Pt 1)', and 'Arrian: Proud of her versatility (Turf Belle Ep 2.3)'. At the bottom right is a 'SPECIALS' section featuring 'This is Asia'.



STOMP

The screenshot shows the STOMP website interface. At the top, there are navigation links: Sign up, Advertise With Us, About Us, and Bookmark Us. Below this is the STOMP logo and several award logos, including 'THE STRAITS TIMES ONLINE * MOBILE * PRINT', 'ASIAN DIGITAL MEDIA AWARDS 2011', 'ASIAN DIGITAL MEDIA AWARDS 2010', 'SITF BEST ONLINE MEDIA', 'SITF BEST MOBILE APP', and 'TOP 10 WEBSITE'. There are also social media icons for Facebook, Twitter, YouTube, and RSS. The main content area features a large banner for 'turf belles 2012' with the text 'SEARCH' above it. Below the banner is a photo of the finalists. To the left of the banner is a 'Vote and Win!' section with the text 'Vote for your favourite Turf Belle! Make her a winner and stand a chance to win one of three iPads.' and a 'VOTE NOW' button. To the right is a 'Voting has ended.' section with the text 'Results will be announced shortly,' and a 'The finalists' list. The list includes three names: LEILA (4130 VOTES), JVNNE (573589 VOTES), and ARRIAN (208097 VOTES), each with a 'VOTE' button.

All Turfbelle profile video links were hosted on STOMP's viewer voting microsite to tap on its 1.2 million unique user base

Voting engine and contest mechanics were used to enhance viewer engagement



STOMP

Viewer voting with 'live' results
and Facebook share integration
to increase engagement on
multiple touch points

Voters personal details
captured as part of the
contest registration
process



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Facebook

All Turfbelle videos shared across RazorTV and STC Facebook accounts

facebook Search for people, places and things Jonathan Ng Voice Home

You are posting, commenting and liking as RazorTV — Change to Jonathan Ng

RazorTV Timeline 2012 Highlights Admin Panel Create A Page

ha. Naise. Totally recalling the days where RazorTV was live. I think we have TONS of bloopers from then. Hilarious.

Bloopers - Guy Michelmore's Fast Behind-the-Scenes Recovery
News presenter Guy Michelmore keeps his cool and makes a nice recovery after spilling coffee all over himself during a 45-second break.

Like · Comment · Share 1

RazorTV 16 May Hougang Nomination Day (11 photos)

Winner of Turf Belle 2012, Avena

Prem Raj and Muhamad Raydza commented on RazorTV's photo.
18 May

Winner of Turf Belle 2012, Avena

Like · Comment · Share

12 people like this.

Muhamad Raydza My hunch is right! :)
18 May at 18:16 · Unlike · 1

Prem Raj Yeah, I thought so too.
18 May at 23:28 · Like

Sponsored Nippon Paint Singapore
Spot the Difference and stand a chance to win Apple New iPad each week!

Like - 41,662 people like this.

The choice is yours. Free b*fast+late checkout OR up to 25% off selected Sheraton, Westin, St Regis & W hotels.

Sponsored Nippon Paint Singapore
Spot the Difference and stand a chance to win Apple New iPad each week!





Youtube

The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. Below this is the channel name 'SingaporeTurfClub' with a 'Subscribe' button and a dropdown menu showing '437 videos'. The main video player displays a scene with a male host, Bryan De Silva, and four female 'Turf Belles' in colorful outfits. The video title is 'Turf Belles ROADSHOW 2012'. Below the video player, there are 'Like' and 'Share' buttons, and a view count of '207 views'. The video was published on May 18, 2012, by SingaporeTurfClub. To the right of the video player, there is a 'More from "Uploaded Videos" on SingaporeTurfClub' section with three video thumbnails: 'Track Talk Special SIA CUP 2012 Part 2', 'Track Talk Special SIA CUP 2012 Part 1', and 'RTV SAIC Race 10'. Below this is a 'Suggestions' section with three video thumbnails: 'Singapore Race Horse - Rocket Man 1st Run', 'Turf Belles Search 2012: Adeline', and 'SINGAPORE HORSE RACES, SUNDAY, 24'.

Turfbelle videos also uploaded to RazorTV and STC Youtube channels to maximise cross platform branding



Campaign Results

21,900 video views for all Turfbelle clips

1,291,849 votes cast for viewer voting contest on STOMP

264,132 votes cast for winning Turfbelle



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