



**WAN-IFRA XMA Cross Media Awards 2010:**

**A submission by Singapore Press Holdings**





## Contents:

- SPH is On!
- Campaign Activation
- Results

# What is 'SPH is On!'?

## Philosophy:

It is a communications discipline which SPH has started seeding with our advertisers and agencies.

"ON" as all of us know, is a word that brings along with it a whole host of positive implications - as in ON STRATEGY, ON TRACK, ON THE BALL, ON CALL - we are always wanting to turn ourselves ON for our clients in terms of bringing to you a solutions-based approach to connecting effectively with your target segments.

SPH has hundreds of products across its media arsenal. To easily understand how all these can come together to fuel connectivity with advertisers' targets, we have housed them under SIX "ON" Buttons - namely the ON PRINT, ON LINE, ON MOBILE, ON AIR, ON SCREEN, & ON GROUND buttons.

This case study is an example of how SPH has done this



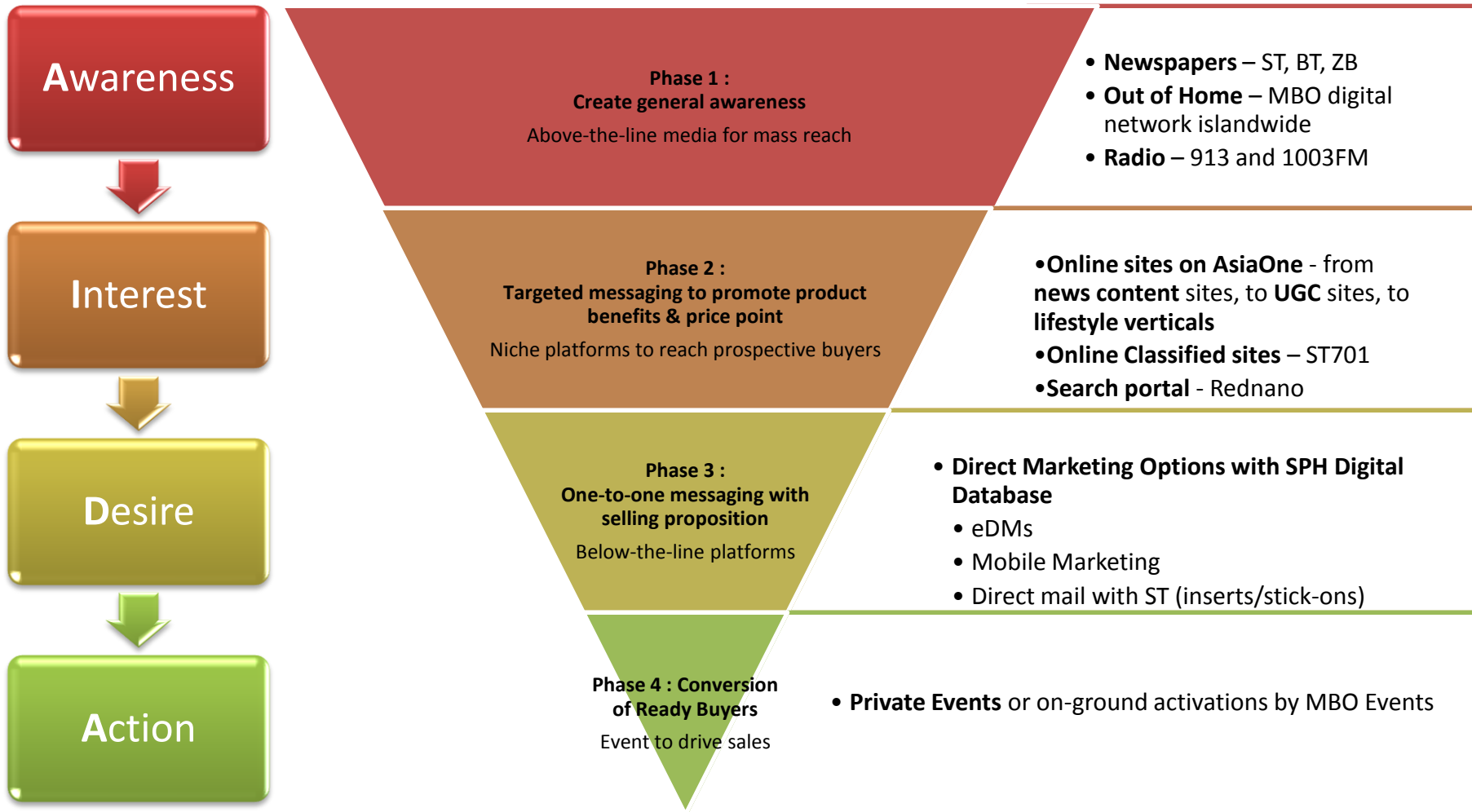
# SPH Is On!





# The SPH Marketing Funnel

offering holistic solutions to consumers





## Contents:

- SPH is On!
- Campaign Activation
- Results

# Campaign Details



- **Campaign Objective:** To reinforce Tiger Beer’s success as a winning beer, not just locally, but globally, evidenced by its availability in more than 70 countries. The key message to the target audience: ‘Enjoy Winning’. The target was to reach out to 122,000 unique users.
- **Campaign Concept:**
  - Tiger Beer launched 2 new Targeted Video Commercials (TVCs) - New York & London to showcase the ‘International’ aspect of it’s brand.
  - Viewers on OOH & Cable were prompted via SMS to go online and watch the TVC, and encouraged to share with their friends.
  - The viewer who got most of their friends to watch the TVC won an overseas trip to London for 4.

# Campaign Details



- **Target Audience:** 25 – 35 years of age
- **Media platforms:** Newspapers; The TVC was run online, Digital OOH screens and cable TV
- **Traditional Media used by Tiger Beer:**
  - TV Commercials on free-to-air TV and cable TV (for English literates)
  - Print advertisements in Chinese newspapers – Lianhe Wanbao and Shin Min Daily News (for Chinese literates)
- **Campaign period:** 14 April to 4 May 2009 (21 days)
- **Media Agency:** Mindshare Singapore
- **PR Agency:** Bates141





# SPH Cross-media Components



Online advertisements across AsiaOne, Straitstimes.com & Btonline.com lead people to Tiger Beer microsite



Outdoor digital LED screens screen video commercials and crawlers announce contest and encourage participation by SMSing URL to Tiger Beer microsite to their mobile phones.



Branding advertisements (with URL to Tiger Beer microsite) run across SPH newspapers



Contest page on Tiger Beer microsite



SPH IS  
ON

## SPH Cross-Media Platforms in action

ON  
PRINT

Print ads in World sections in ST and My Paper  
Eye catching unique shaped ads were a breakthrough

ON  
ONLINE

Targeted Video Commercial with a frame - skinning with the Tiger Bottle, were seeded in news, entertainment and food online portals  
A call-to-action link was featured to get consumers to enter the contest microsite

ON  
SCREEN

SPH MBO's screens at Chevron House, UOB Plaza, Singapore Visitors Centre and HDB Hub helped to proliferate the message further to the PMEBS



# SPH Newspapers

Reaching the masses effectively

## SPH Newspapers builds reach FAST



More than 3 in 4  
Singaporeans read  
newspapers everyday.

## SPH Newspapers lend credibility



Born on 15 July 1845.  
163 year old Singapore icon.  
The Sunday Times was first  
published in 1931.





# SPH Newspapers

## Reaching the masses effectively



### The Straits Times

National English language broadsheet

380,000 copies  
1.432 million readers



### Lianhe Zaobao

National Chinese broadsheet

170,000 copies  
555,000 readers



### Shin Min Daily News

An evening daily that adopts a bold and creative style of reporting

137,500 copies  
421,000 readers



### Lianhe Wanbao

A refreshing evening daily that provides the best in news and infotainment

99,000 copies  
433,000 readers



### My Paper

Free bi-lingual compact targeting modern Singaporeans.

200,000 copies  
320,000 readers





# SPH Newspapers

Reaching the masses effectively

- Media Execution
  - **Head-turning creative buys** were placed in The Straits Times and My Paper
  - **Tactical print advertisements** in Lianhe Wanbao, Lianhe Zaobao and Shin Min Daily News encouraged readers to redeem exclusive merchandise with their purchases. The collectibles ranged from Tiger Beer “New York” and “London” quarter yards to limited edition 24K gold-plated Tiger Beer miniature bottles from the Tiger Beer World Collection.





# SPH Newspapers

Reaching the masses effectively

**THE STRAITS TIMES**

What's the right server for you? **Cinema makeover** **Speak up, please.**

**ABUJAH'S CAR ATTACKED IN THIS ANTI-GOVERNMENT PROTEST**

**Kidney cost payment only for S'poreans**

**Barisan Nasional loses badly in key by-elections**

**MAKING HEADLINES FROM SINGAPORE TO LONDON ENJOY WINNING**

**TEGEE BEER**

Creative pop-out advertisements on the front page of The Straits Times



# SPH Newspapers Reaching the masses effectively



## Human smuggler roped his son into the racket

**FROM PAGE 1**  
of labor for the past eight years. Foreigners who wanted to enter Singapore illegally would contact Suleman personally or through their agents. The trip across the straits cost between \$2,000 and \$2,500 and would arrange temporary lodging and food in flats until he had found long-term operators and landlords to smuggle them into Singapore.

Suleman and his wife claimed in sworn reports that the Singaporean arrested him because he had no account of the incident or explained how his son died. The couple also claimed that their son was not killed but that they were not told that day.

When the Singapore Police arrested Suleman, he said they gave chase after seeing the speedboat stop off several illegal immigrants near the Singapore derelict, near Pasir Panjang. The speedboat departed from the island and immediately gave one loadstation for it to stop. If there could not be any more, Suleman was expected of being involved in the human smuggling business even before the incident. A warrant of arrest for Suleman was issued by the Singapore Subordinate Courts in February and he was arrested by the Singapore Police on March 14.

He was arrested by the Singapore Police on March 14, after he was spotted by the Singapore Police near the Singapore derelict, near Pasir Panjang. The speedboat departed from the island and immediately gave one loadstation for it to stop. If there could not be any more, Suleman was expected of being involved in the human smuggling business even before the incident. A warrant of arrest for Suleman was issued by the Singapore Subordinate Courts in February and he was arrested by the Singapore Police on March 14.

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## Premium rates for the promise of a safe landing

By Tan Joo Lin

ILLEGAL immigrants wanting to make the top tip into Singapore have a choice to how they reach the Republic's shores. Those who pay \$5,000 for the "premium" package are promised a safe landing in "choice spots" outside the island's main immigration checkpoints. "Immigrants" may have to wait a distance before they reach dry land.



## 'My father has done wrong and deserves to be punished'

By KURNIAWATI SUCI

EVER since his son was killed trying to smuggle immigrants into Singapore on March 14, convicted human smuggler Angkin Sultan Awang kept mum about his involvement. His younger son P. Ramdan, 28, died of head trauma on March 14, after he was arrested by the Singapore Coast Guard while trying to escape.

Suleman, a 62-year-old trader, was arrested after he was spotted by the Singapore Police near the Singapore derelict, near Pasir Panjang. The speedboat departed from the island and immediately gave one loadstation for it to stop. If there could not be any more, Suleman was expected of being involved in the human smuggling business even before the incident. A warrant of arrest for Suleman was issued by the Singapore Subordinate Courts in February and he was arrested by the Singapore Police on March 14.

After the payment of the fee, immigrants are promised a safe landing in "choice spots" outside the island's main immigration checkpoints. "Immigrants" may have to wait a distance before they reach dry land.



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HUMAN SMUGGLING BY NUMBERS

Year	Number of immigrants
2007	1,174
2008	1,174
2009	1,174

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TURNING HEADS FROM SINGAPORE TO LONDON. Win a trip to London and bring 3 friends! Visit tigerbeer.com.sg now. ENJOY WINNING.

### WHY WOLVERINE IS HEARTBROKEN

Our reporter Kenny Chee meets Hugh Jackman in Sydney

SEE REPORT ON ENTERTAINMENT A21

### my paper 我报

THURSDAY APRIL 9 2009 MCAIP# 16810-0109 mypaper.sg SPTA SINGAPORE PRESS HOLDINGS PUBLICATION



### MAN U RUNNING OUT OF STEAM

#### MANCHESTER

L I KE a marathon runner, swaying and stumbling through the final kilometers, Manchester United are left gasping in their Quintrade quest. And the signs are that the deft-footed English and European champions may be running out of steam.

On Tuesday night, they were dealt a potentially crippling blow in their Champions League defence, as they were held 2-3 by a fifty Porto at Old Trafford in the quarter-finals. This first-leg result means that the Red Devils must win in their second-leg tie away in Portugal to advance.

The catch? No English team have ever beaten Porto at their Dragao Stadium.

And, judging by their jaded and error-prone performance on Tuesday, Man United manager Alex Ferguson needs all his legendary motivational skills to drag his exhausted players to an epic win next week, reported

TURNING HEADS FROM SINGAPORE TO LONDON. ENJOY WINNING.

Creative inverted 'L' advertisements in The Straits Times

Creative inverted 'L' advertisements in My Paper



# SPH Newspapers

## Reaching the masses effectively

2009年4月2日 星期四 今晚报 第17181期

面对10大罪·涉126万

**明义串谋 5万善款 送人装修**

控状惊爆

2大版追踪

明义: 我不认罪

连审16天 控辩大阵仗 控方证人16 律师团6对6

举起金闪闪的世界

限量版<Tiger世界>珍藏(全世界仅188件)

1x = 1瓶633ml装 优惠价\$50.50

1x = 1瓶633ml装 优惠价\$50.50

2x = 6罐装

Tiger 独家设计精美酒樽

Tiger ENJOY WINNING

Tactical advertisements on front page of Lianhe Wanbao

2009年4月16日 星期四 联合早报 重点新闻 03

### 公共医院大幅增加临床研究

#### 新保集团也简化人体试验道德审核程序

新加坡公共医院管理局(新加坡)最近宣布,将大幅增加公共医院管理局的临床研究,并简化人体试验的道德审核程序。

公共医院管理局临床研究中心主任表示,该局将增加临床研究,以支持新加坡的医疗发展。该局将增加临床研究,以支持新加坡的医疗发展。该局将增加临床研究,以支持新加坡的医疗发展。

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为世界级作品干杯!

限时赠送<Tiger世界>珍藏版酒樽

2x = 6罐装

Tiger 独家设计精美酒樽

Tiger ENJOY WINNING

Tactical advertisements in Lianhe Zaobao





# SPH Online Platforms

Reaching the online community



Recent global survey showed that Singapore is the most wired society... Great way to reach both adults & youth.



Online delivers audio visual capability and lends interactive platform to campaign.



# SPH Online Platforms

## Reaching the online community



Singapore's no. 1 news and lifestyle portal

With 150 Million page views and over 10 Million unique users a month



AsiaOne lifestyle portal with popular verticals like:

- So Shiok (Food-related)
- Just Travel
- AsiaOne Motoring



News sites like StraitsTimes.com and BT Online





# SPH Online Platforms

Reaching the online community

- Media Execution
  - **Online advertisements at prominent positions** across AsiaOne, Straitstimes.com & BToonline.com lead people to Tiger Beer microsite





# SPH Online Platforms

## Reaching the online community

AsiaOne - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail News RSS

Address <http://www.asiaone.com/A1Home/A1Home.html> Go Links

**Hungry?** Dig in at [soshook.com](http://soshook.com)

Enjoy 0% interest rate spread with your HSBC Home Loan\*  
\*Terms and conditions apply  
HSBC The world's heartbeat

asiaone Diva plush [soshook.com](http://soshook.com) TOP 10 WEBSITE IN ASIA 2008

Updated 6:02 PM Apr 15, 2009 >> Weather  
RSS | Bookmark us | About us | Advertise | Login | Register

SPH A SINGAPORE PRESS HOLDINGS PORTAL

**DIVA**

Photo: TNP, Mohd Ishak

**Carina Lau pregnant at 43**  
All smiles now, the Hong Kong actress watched her diet and exercised regularly to improve her chances of conceiving. She finally consulted a pregnancy expert before she becoming pregnant. -Diva

**Govt-backed loans hit a monthly record high**  
Close to 70% of loans went to SMEs with less than \$5 million in annual sales turnover. -AsiaOne

**Mumbai terrorist trial adjourned**  
Possible conflict of interest as defence lawyer may have links to a potential witness for prosecution. -AFP

**Thaksin's passport revoked**  
Foreign Ministry revoked the diplomatic passports of Thaksin and his wife Pojaman. -The Nation/ANN  
> [Special: All the stories here](#)

**Canteen helper sells her body to support family**  
M'sian woman moonlights as prostitute to start a new life. -The Star/ANN  
> [More crime stories](#)

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[SOSHIOK.COM](http://SOSHIOK.COM)

SEARCH Singapore FIND  
Powered by rednano.sg

WIN A TRIP TO LONDON AND BRING 3 FRIENDS!

WINNING OVER LONDON AND THE WORLD  
ENJOY WINNING

ASIAN OPINION ACROSS THE CAUSEWAY MAILBOX FORUM GETTING AROUND ASIAONE RSS

THE STRAITS TIMES STOMP THE BUSINESS TIMES MY PAPER THE NEW PAPER BERITA HARIAN TAMIL MURASU LIANHE ZAOBAO OMY

**SUPER SECOND TO NONE**: 17 April 2009 | 8.00pm | Goodwood Park Hotel  
FIRST EVER CHATEAU COS D'ESTOURNEL MASTERCLASS  
**FREE REGISTRATION!** (For first 3 registrants from Asia One. UP: \$55)

partner: [asiaone.com](http://asiaone.com) [soshook.com](http://soshook.com)

Done

Targeted Video Commercials  
on AsiaOne website



# SPH Online Platforms

Reaching the online community

http://creative.asiaone.com - Tiger Beer Win a trip to london and bring 3 friends! LDA - Microsoft Internet Explorer

## ENJOY WINNING

WIN A TRIP TO LONDON AND BRING 3 FRIENDS!

### Are you of Legal Drinking Age?

To enter, you must be of Legal Drinking Age in your country of residence (18 years of age or older in Singapore).

Yes

No



Online Contest

[http://network.asiaone.com/showcase/tvc/demo/a1\\_home/index.html](http://network.asiaone.com/showcase/tvc/demo/a1_home/index.html)

Dedicated Tiger Beer website



# SPH Online Platforms

Reaching the online community

## ENJOY WINNING

WIN A TRIP TO LONDON AND BRING 3 FRIENDS!



WANT TO WIN A TRIP TO LONDON?

Simply get your friends to view our new Tiger Beer commercials and you could be flying off on a 6 days 4 nights London vacation with 3 friends.

Hurry! Contest ends 04 May 2009.

Registration is Closed

Online Contest

[http://network.asiaone.com/showcase/tvc/demo/a1\\_home/index.html](http://network.asiaone.com/showcase/tvc/demo/a1_home/index.html)

Dedicated Tiger Beer website



# SPH Online Platforms

Reaching the online community

http://creative.asiaone.com - Tiger Beer Win a trip to london and bring 3 friends! LDA - Microsoft Internet Explorer

## ENJOY WINNING

WIN A TRIP TO LONDON AND BRING 3 FRIENDS!

### WHAT DO YOU NEED TO DO?

- Forward the new Tiger Beer commercials to your friends.
- After watching the TV commercial, your friend will have to click on the "Credit Entry" button for you to receive one entry into the contest.
- The more friends you get to see the ad, the higher your chances of taking off on that London getaway with 3 other friends!

### GRAND PRIZE:

- 4 return air tickets to London on Singapore Airlines (Economy Class)
- 4 nights hotel accommodation
- Travel period: 15 June – 14 August 2009

Hurry, contest ends 04 May 2009.

For enquiries, email [sgoma@sph.com.sg](mailto:sgoma@sph.com.sg)

[Terms & Conditions apply.](#)

Registration is Closed



Online Contest

[http://network.asiaone.com/showcase/tvc/demo/a1\\_home/index.html](http://network.asiaone.com/showcase/tvc/demo/a1_home/index.html)

Dedicated Tiger Beer website



# SPH Outdoor Platforms

Reaching people on the move



**Great visual impact for visual subject matter.**



**Reaches people on the go.**



Singaporeans are spending more time out of home.







# SPH Outdoor Platforms

Reaching people on the move



## Singapore Visitors Centre @ Orchard

Heart of Singapore's shopping centre targeting Singaporeans with dispensable income



## Raffles Place – Chevron House and OUB Centre

Targeting PMEB parents & singles



## Toa Payoh HDB Hub

In one of Singapore's busiest heartlands  
Targeting families





# SPH Outdoor Platforms

Reaching people on the move

- Media Execution
  - **Video commercials** were run on outdoor digital LED screens.
  - **Crawlers at bottom of digital LED screens** announce contest and encourage participation by SMSing URL to Tiger Beer microsite to their mobile phones.





# SPH Outdoor Platforms

Reaching people on the move



**Outdoor LED Screen  
at Singapore Visitors Centre**



**Outdoor LED Screen  
at HDB Hub**



## Contents:

- SPH is On!
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# Campaign Results



- Campaign deliveries exceeded usual TV deliveries (from past campaigns), and brand tracking scores went up.
- The online contest, which ended on 4 May 2009, resulted in both TVCs being viewed almost 1 Million times by a unique online audience of 500,000. (Source: AsiaOne)
- The cross-media campaign garnered **10 times more audience** than what was usually achieved with advertisements placed on Free-To-Air TV. (Source: Mindshare)



# Topline Campaign Facts & Figures

**26,308** *referrals*

were recorded

**924,050** *views of TVCs (Online)*

**1,587,049** *views of TVCs (Online and outdoor)*

The online campaign objective of reaching out to 122,000 unique users was achieved

# Client's Feedback



## ***Mr Bennett Neo***

***General Manager, Asia Pacific Breweries***

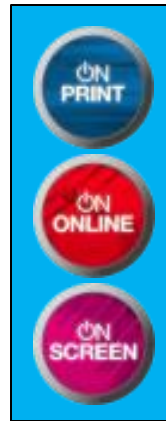
“With this campaign, we wanted to reinforce Tiger’s position as the brand that is desired and loved by beer lovers around the world. Tiger not only offers beer lovers the highest quality beer that undergoes the most stringent quality checks, but also the shared passion of a beer that has wowed international audiences.

By utilising SPH’s integrated platform offering for this campaign, we are keeping pace with beer lovers who are increasingly immersed in digital media, as well as visually engaging newspaper readers with our creative buys; thus, generating awareness and creating impact for our campaign.”





# Benefits to advertisers



Strong branding and visibility across SPH media

Connect with target audience via 3 media platforms: print, online and outdoor screens

Active engagement of readers and prospective customers through an innovative and interactive platforms.



## Queries?

Please contact:

*Winston Ho*

*Senior Marketing Manager*

Singapore Press Holdings Ltd

**DID : +65 - 6319 1641**

**Mobile : +65 - 9750 0266**

**Email : [hoslw@sph.com.sg](mailto:hoslw@sph.com.sg)**

***Thank You***