



WAN-IFRA XMA Cross Media Awards 2010:

A submission by Singapore Press Holdings




Fashion
 Season @
Orchard
 2 Apr - 9 May 2010



A Whole New Fashion Experience

Brought to you by



In conjunction with



Official Card



Co-organised by



Official Digital Imaging Partner



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



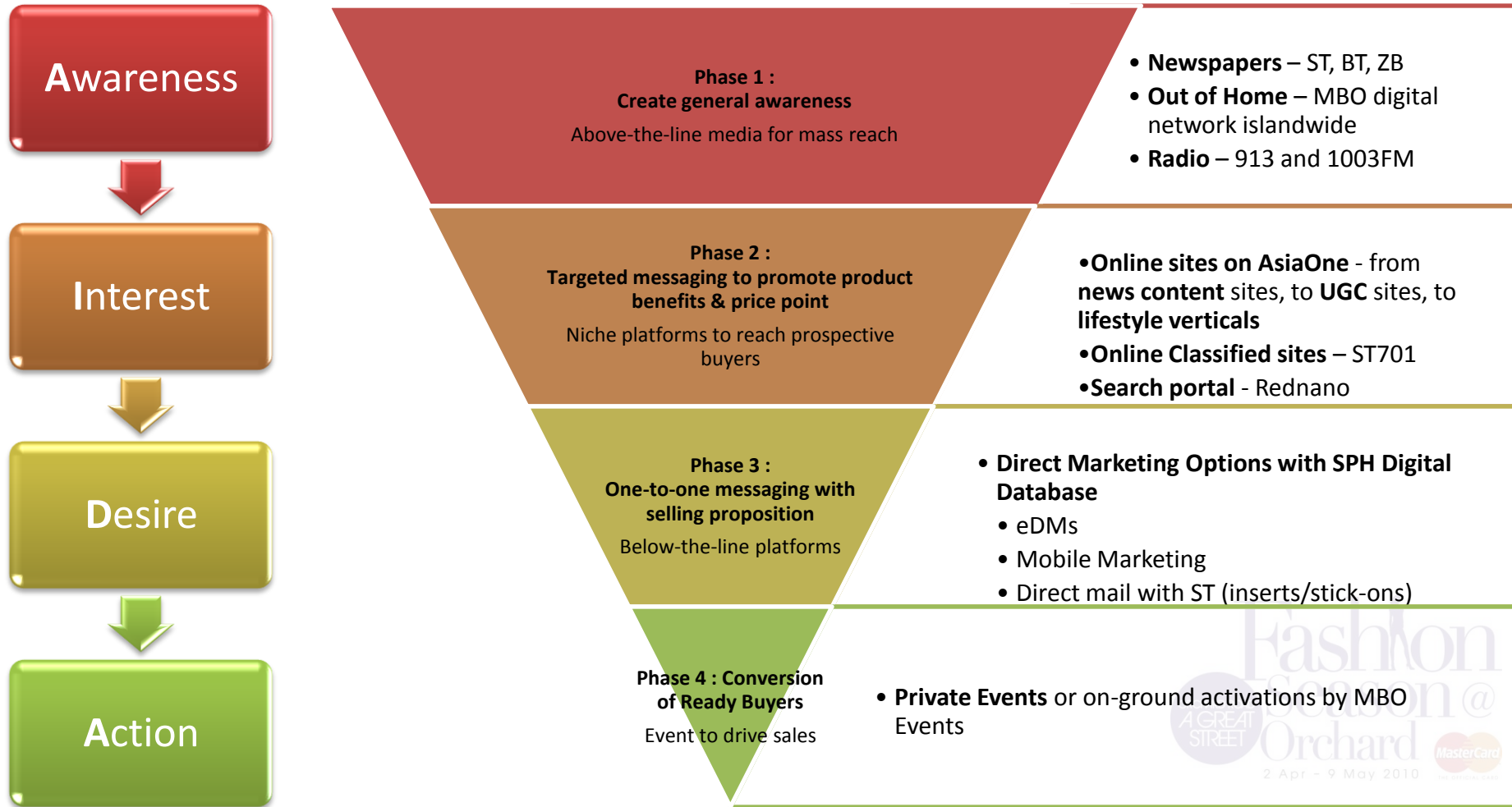
SPH Is On!





The SPH Marketing Funnel

offering holistic solutions to consumers



Contents

- SPH is On!
- **Campaign Activation**
- Results



Fashion Season @ Orchard

- An Orchard Road **annual key campaign** aimed at presenting **Fashion for Everyone**.



Fashion
Season @
Orchard

ORCHARD ROAD
A GREAT
STREET

2 Apr - 9 May 2010

MasterCard
THE OFFICIAL CARD

In Conjunction with AFX



- FSO complements and builds up excitement for “fashion” towards and during the **Asia Fashion Exchange** (AFX which runs from 27 April to 2 May 2010).
- Provides an enhanced experience for **AFX fashion industry participants**.
- Orchard Road is Singapore's most famous shopping street and naturally the best place to celebrate fashion - fuelled by fashion and lifestyle offerings across **10 participating shopping malls and over 120 retailers** for this inaugural launch of **Fashion Season @ Orchard**.

In Conjunction with AFX



- Singapore is a Fashion and Lifestyle destination
 - Renowned shopping haven of the region
 - Value deals and promotions
 - Vibrant retail, fashion and lifestyle events calendar
 - Complementary offerings and products enhancing everyone's overall shopping experience
- In 2009, S\$3.1b was spent on shopping, contributing to 25% of total tourism receipts
- Most popular items of indulgence were fashion and accessories



Fashion Season @ Orchard

Campaign Objectives

- To bring “**a whole new fashion experience**” to the masses and generate interest and entice 48,000 local shoppers and foreign visitors to shop at Orchard Road. The target was to attract an average expenditure of S\$200 per tourist and generate a total amount of S\$333,702 in induced tourism receipts on Orchard Road.

Campaign Concept

- A **six-week campaign** comprising fashion, shopping and lifestyle experiences - from fashion styling workshops to fashion shows, from fashion photography exhibitions to contests/shopping privileges.



Campaign Details

- **Target Audience:** Singaporeans, residents of Singapore, as well as tourists around the region
- **Media platforms:** On Print (Newspapers, Magazines), Online (Websites, Web TV), On Screen (Digital OOH screens), On Ground (Street Banners, Events & Exhibitions)
- **Traditional Media used by FSO:**
 - Print advertisements in English and Chinese newspapers – The Straits Times, Lianhe Zaobao and my paper
- **Campaign period:** 2 April to 9 May 2010



SPH IS
ON

SPH Cross-media Components

ON
ONLINE

Leaderboard,
dedicated FSO micro-
site and videos on
webTV channel

ON
SCREEN

Outdoor digital
LED screen posters
reached out to
shoppers at point
of purchase

ON
PRINT

Advertisements and
advertorials on events,
contests and campaign
highlights in various
SPH newspapers and
magazines

ON
GROUND

Events, Exhibition
and Street Banners

FSO
2010

SPH IS
ON

SPH Cross-Media Platforms in action

ON
PRINT

Special glossy edition of ST Urban on official launch date of FSO
Print advertisements in ST, LHZB and my paper
Advertorials in local and regional Female, Nuyou and Her World magazines

ON
ONLINE

Leaderboard on AsiaOne Diva directed people to FSO micro-site
FSO micro-site provided detailed information on activities and allowed for registration for events and contests

FSO web TV videos on The Straits Times RazorTV

ON
SCREEN

SPH MBO's screens at 313@somerset, Paragon, Plaza Singapura, Singapore Visitor Centre, Wisma Atria encouraged participation in the FSO Shop and Dine Draw

ON
GROUND

Street Banners along Orchard Road
A host of "firsts" achieved by various events of the campaign





SPH Newspapers and Magazines

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.



ORCHARD ROAD
A GREAT
STREET

Fashion
Season @
Orchard

2 Apr - 9 May 2010

MasterCard
THE OFFICIAL CARD



SPH Newspapers and Magazines

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



My Paper

Free bi-lingual
compact targeting
modern
Singaporeans.

200,000 copies
320,000 readers



Female

Singapore's Leading
Fashion and Beauty
Magazine

135,000 readers



Nuyou

Singapore's leading
Chinese language
fashion and beauty
magazine

36,000 readers



Her World

Singapore's most
established monthly
women's magazine
with the highest
readership

196,000 readers





SPH Newspapers and Magazines

Reaching the masses effectively

- Media Execution
 - **Limited glossy edition of ST Urban** on 2 April was a luxe brochure-like edition to coincide with Official Launch of FSO 2010.
 - **Special FSO supplement** in 22 April's The Straits Times allows in depth highlights of programmes and partners to advertise.
 - **Print advertisements** in The Straits Times, Lianhe Zaobao and my paper called for registration and votes for events and contests such as the FSO Fashion Styling Workshop and Canon FSO Fashion Photography Challenge
 - **Advertorials in Magazines** provided publicity for FSO around the region





SPH Newspapers and Magazines

Reaching the masses effectively



The Straits Times URBAN

- 40- page Glossy issue on
- 2 April 2010





SPH Newspapers and Magazines

Reaching the masses effectively

The Straits Times URBAN (promotion highlights)

Get ready for the ultimate fashion glam slam from 2 April to 9 May as we bring you Singapore's very first Fashion Season @ Orchard. It's time to shop and party in great style!

THE ACTION'S RIGHT HERE FOR FASHIONABLE WEEKS!

PARTY PEOPLE UNITE!
Fashion Parties
 • 2 April
 • 3pm onwards
 What better way to begin your season than a high-wire act along Orchard Road? Hop from mall to mall and party with top models, designers and all the beautiful people in the industry. Hit the street and be wowed by energetic hip-hop dancers, acrobats, DJs and more. Tune in for live news coverage on fashion's biggest night as we launch Fashion Season @ Orchard in spectacular style. Be part of the celebration and spend the day partying like crazy!

Drinks and snacks, complimentary and specially priced, are available. Donations and a portion of event proceeds will go to The Youth Trust Relief Fund (YTRF) - 561700. However, please do not contribute towards YTRF's 2010 appeal. No cashing-in during the event and no photocopying. Log on to www.fashionseason.com for more details on the event schedule.

BE A STYLE STAR
F50 Fashion Styling Workshops @ The Centrepoint
 • \$60 per person per session
 • \$50 when you charge to your MasterCard®
 • 16 to 23 April 2010 • 11am to 10pm daily
 • Register at: www.fashionseason.com or call 63191969
 Customers pay later date with the expert help of our personal stylists in our exclusive fashion workshops. Meet and mingle, so you get up to date on the latest fashion trends. Meet and mingle, so you get up to date on the latest fashion trends. Meet and mingle, so you get up to date on the latest fashion trends.

Canon F50 Fashion Photography Challenge
 • 2 April to 20 April
 • Register at www.f50orchard.com
 Calling all budding fashion photographers! F50, worth of Canon cameras await the top photographers in the season's first fashion photography event of the year.
 1st Prize - Canon EOS 70D KIT with IS • 5 to 11/18 worth \$1,249
 2nd Prize - Canon EOS 550D KIT with IS • 5 to 18-135mm worth \$1,799
 3rd Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 4th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 5th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 6th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 7th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 8th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 9th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999
 10th Prize - Canon EOS 1000D KIT with IS • 5 to 58mm worth \$999

SNAP THESE AWARDS
 • 2 April to 20 April
 • Register at www.f50orchard.com
 Calling all budding fashion photographers! F50, worth of Canon cameras await the top photographers in the season's first fashion photography event of the year.

DRIVE OFF IN STYLE
 • 2 April to 20 April
 • Register at www.f50orchard.com
 Calling all budding fashion photographers! F50, worth of Canon cameras await the top photographers in the season's first fashion photography event of the year.

VOTE FOR YOUR FAVOURITE F50 ASIAN MODEL
 • 2 April to 20 April
 • Register at www.f50orchard.com
 Calling all budding fashion photographers! F50, worth of Canon cameras await the top photographers in the season's first fashion photography event of the year.

\$60,000 WORTH OF SHOPPING VOUCHERS UP FOR GRABS
 • 2 April to 20 April
 • Register at www.f50orchard.com
 Calling all budding fashion photographers! F50, worth of Canon cameras await the top photographers in the season's first fashion photography event of the year.

Partners: Orchard Road, Sph, MasterCard, Canon, Redken, Aigle, Bobbi Brown, etc.

FIRST ON THE STREETS
 Canon Focus On Fashion Exhibition
 • 2 April to 9 May
 Witness the photographic journey of Zhang Jingyi, an international 18 of her best in Singapore's first large-scale fashion photography exhibition. 100+ fashion photography artists from 10+ countries will be showcasing their work in the exhibition. The exhibition will be held at the Orchard Road Convention Centre, 100 Orchard Road, Singapore.

Fashion Season @ Orchard
 • 2 Apr - 9 May 2010
 Orchard Road, Singapore

CATCH THE FEMALE & NUVOU CATWALK COLLECTION & ANNUAL ORCHARD STREET RUNWAY SHOWS
 • 100 April to 10 May 2010
 • 100 models and 70 fashion brands in a spectacular 100-day runway show

VOTE FOR YOUR FAVOURITE F50 ASIAN MODEL
 • 2 April to 20 April
 • Register at www.f50orchard.com
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Fashion Season @ Orchard
 Orchard Road A GREAT STREET
 MasterCard THE OFFICIAL CARD
 2 Apr - 9 May 2010



SPH Newspapers and Magazines

Reaching the masses effectively



The Straits Times (FSO supplement

- 6- page FSO Supplement in Life! section on 22 April 2010





SPH Newspapers and Magazines

Reaching the masses effectively

The Straits Times (FSO supplement)

Spectal Fashion Season @ Orchard

A touch of Parisian style

The Prequel 308 gets fashionably dressed with limited edition designer details as Orchard Road gears up for high fashion.

By JENNIFER HO

With 100 stores to choose from, Orchard Road is set to become the fashion hub of the island. The Prequel 308 gets fashionably dressed with limited edition designer details as Orchard Road gears up for high fashion.

Lucky shopper gets this

Newsflash! Orchard Road's Prequel 308 is now the lucky shopper's friend. The car is now available in a limited edition designer color, the 'Parisian' shade. The car is now available in a limited edition designer color, the 'Parisian' shade.

Public spectacle

Some 120 models strutting elegantly built 100m runway at Paragon to show off the latest haute couture.

WEEKLY SPECIAL

100 models strutting elegantly built 100m runway at Paragon to show off the latest haute couture.

SIRS

Passion for Fashion?

Are you seeking a career in Fashion Retail?

Join us for 'Turning Your Dream Into Reality - All You Want to Know about Fashion Retailing'

Session 1 26 April, 2-4pm

Session 2 28 April, 2-4pm

Session 3 30 April, 10-12pm

Get insights into the world of Fashion Retail (careers, fashion brands, social branding and visual merchandising) from the best in the industry.

Priority Access to Fashion and Apparel

Special Price \$100 (includes on-site, lunch & F&A)

Special Price \$150 (includes on-site, lunch & F&A)

Special Price \$200 (includes on-site, lunch & F&A)

Special Price \$250 (includes on-site, lunch & F&A)

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Special Price \$10000 (includes on-site, lunch & F&A)

DIGITAL IXUS
Where style meets substance

Canon
Delighting You Always

Transform your beautiful moments with an effortless touch.

SmartTouch SHOOT
lets you choose your shooting mode, plus focus and track your subjects instantly.

SmartTouch ACTION
gives you direct access to functions like crop, protect, rotate and auto zoom.

SmartTouch PLAYBACK
lets you scroll through your pictures with simple swiping and tapping motions.

The new IXUS 210 with SmartTouch.
• 14.1 Megapixel • Smart iAuto/Scene • Auto Zoom • 110 Macro • 4.2" LCD Touch Screen • Fish Eye Effect • Mission Effect • Smart Skills

Express your creativity in more ways than one, all with a simple effortless touch. The new IXUS 210 SmartTouch lets you focus and track your subjects instantly for that perfect shot. Then tap, swipe and rotate your pictures for an absolutely stylish playback experience. It's time. Touch the world with the IXUS 210 today.

Canon Singapore Pte. Ltd.
100 Robinson Road, #02-01, Singapore 068902

CHINA & INDIA

MasterCard

Fashion Season @ Orchard

ORCHARD ROAD A GREAT STREET

2 Apr - 9 May 2010

THE OFFICIAL CARD



SPH Newspapers and Magazines

Reaching the masses effectively

The Straits Times (FSO supplement)

LAST WEEKS TO ENJOY
FASHION SEASON @ ORCHARD
 2 Apr - 9 May 2010

You've got till 9 May to indulge in all things fashionable at Singapore's very first Fashion Season @ Orchard. So hurry, there's no time like the present to shop and party in great style! Check out www.fsoorchard.com for more details.

DRIVE OFF IN STYLE
 Simply spend a minimum of \$10 at any participating retail outlet to receive a complimentary chance to win a brand new Peugeot 5008. The lucky draw will be held on 12 to 25 April.

BE A STYLE STAR
 RFD Fashion Styling Workshops

THE SEASON'S BEST PICKS AT ORCHARD

VOTE & WIN \$6,000 SHOPPING VOUCHERS!
 Vote for your favourite Fashion Window Display

SNAP THESE PRIZES
 Canon RFD Fashion Photography Challenge Voting Contest

Special Fashion Season @ Orchard

Hot shorts, cool stuff

Learn how to make the best of your wardrobe and look good in the latest styles without burning a hole in your pocket.

Wardrobe
 While it's still early, there are already signs that the wardrobe revolution is under way. Singaporeans are embracing the idea of 'less is more' and are looking for ways to make the most of their existing wardrobe. This is reflected in the popularity of 'wardrobe editing' services, where stylists help clients declutter and reorganize their closets. Another trend is the rise of 'capsule wardrobes', which consist of a limited number of versatile, high-quality items that can be mixed and matched to create a variety of outfits.

Fashion Works
 The fashion industry is a dynamic and ever-changing landscape. For those looking to enter the field, there are several key areas to focus on. First, it's important to stay up-to-date on the latest trends and styles. This can be done through fashion magazines, blogs, and social media. Second, it's crucial to develop a strong network of contacts in the industry. This can be achieved through attending fashion events, networking with professionals, and seeking out mentors. Finally, it's essential to have a clear vision of your career goals and to be willing to work hard to achieve them.

JUST A FEW OF THE THINGS I DO EACH AND EVERY DAY
 SHOP FOR A LIVING
 CREATE UNIQUE STYLES
 BRING OUT THE BEST IN YOU
 LIVE AND BREATHE FASHION
 AND I LOVE WHAT I DO.

THE SEASON'S LATEST TRENDS

NOW DELIVERED TO YOUR WARDROBE

EXCITING, DIVERSE AND INFINITELY INVENTIVE, THE RETAIL INDUSTRY IS ONE THAT REQUIRES THE FLAIR FOR SALES, BUSINESS SAVVINESS AND WORKPLACE SKILLS. The Retail Workforce Skills Qualifications (WQS) helps you gain these essential skills so that you are prepared to enter and excel in exciting careers in retail.

IT'S NEVER A BORING DAY AT WORK
 Retail is a dynamic and ever-changing industry. For those looking to enter the field, there are several key areas to focus on. First, it's important to have a strong understanding of the retail market and the needs of your customers. This can be achieved through market research, customer feedback, and staying up-to-date on industry trends. Second, it's crucial to have excellent communication and sales skills. This involves being able to effectively present products, address customer concerns, and close sales. Finally, it's essential to be organized and detail-oriented. This ensures that the store is always well-stocked and that customers have a positive shopping experience.

GET THE SCOOP ON FASHION RETAILING
 Fashion retailing is a highly competitive industry. For those looking to succeed, there are several key factors to consider. First, it's important to have a unique and appealing brand identity. This can be achieved through creative marketing, high-quality products, and excellent customer service. Second, it's crucial to have a strong understanding of your target market and their needs. This involves conducting market research and staying up-to-date on the latest fashion trends. Finally, it's essential to be financially savvy. This means having a clear business plan, managing expenses carefully, and being able to adapt to changing market conditions.

Fashion Season @ Orchard

ORCHARD ROAD A GREAT STREET

2 Apr - 9 May 2010 THE OFFICIAL CARD



SPH Newspapers and Magazines

Reaching the masses effectively

Advertisement in my paper

Business

Indonesia's embattled Finance Minister quits her post

JAKARTA — Indonesian Finance Minister Sri Mulyani Indrawati, a key reformer in South-east Asia's biggest economy, is heading off to office in what could be a major blow to a crackdown on graft and tax evasion.

Dr Sri Mulyani, 47, was named a managing director of the World Bank Group, a sign of the growing clout of emerging economies.

But the move also reflects increasing pressure on her from politicians opposed to her clearing-up campaign at home.

"It's a good move for her, but not good for Indonesia," said Mr Nick Chalmers, head of CLSA in Indonesia.

"She's leaving earlier than expected, not doing the full five years. It shows that all these interventions are gathering pace."

President Susilo Bambang Yudhoyono has congratulated her on the move, indicating he is willing to let her go, but investors will be watching who he appoints as her replacement for a signal on where the reform programme is headed.

Chief Economic Minister Hatta Rajasa will temporarily

take charge of the finance portfolio until Dr Sri Mulyani's replacement is appointed, presidential spokesman Jullian Pasha told Reuters yesterday.

She is to take up the World Bank post on June 1.

The Chief Economic Minister is better known for his political skills, unlike Dr Sri Mulyani, who has a doctorate in economics and was an executive direc-

tor at the International Monetary Fund before joining government.

Investors have been big buyers of Indonesian assets in the past 18 months, largely attracted by its pace of reform and liberalisation, and the prospect of a surge in demand for its vast natural resources as the global economy recovers.

VOTE & WIN!



The first-ever Canon ISO Fashion Photography Challenge has received over 500 entries from aspiring photographers of diverse nationalities, and we've chosen 20 finalists! View their work online at www.fsoorchard.com, or along the walkways flanking OR Orchard and The Heeren, and vote for your favourite shot. You could be among our lucky winners!

1st Prize Canon PowerShot S90 worth \$749
2nd Prize Canon Digital IXUS 105 worth \$349
10 consolation prizes \$50 Shopping Vouchers

SMS votes to 33833 by 11.59pm, 9 May 2010

SMS in the following format:
CANONISO<name><Photo Number><space><NRIC><space><Full Name><space><Email>
 For example: **CANONISO 02 51234567D Angela Tan Gek Choo angeltan@sph.com.sg**

The winning photographs of the Canon ISO Fashion Photography Challenge will be displayed through a combination of available sites, as well as across the perimeter of photos. The results will be announced online at www.fsoorchard.com on 10 May 2010. Voting entries will be reviewed by Photo. Each SMS costs \$0.18. Participants below the age of 18 need valid parental consent. Limited to your paid mobile only. Terms and conditions apply.

Organised by **sph** In conjunction with **Fashion Season @ Orchard** and **ASIA FASHION EXCHANGE**

Official Digital Imaging Partner **Canon**

THE PAPERS THURSDAY MAY 6, 2010 A22

BETWEEN THE LINES

Looking hard at banks' fudged books

By LOUISE STORY IN WASHINGTON

IT IS an open secret on Wall Street that many big banks routinely and legally fudge their quarterly books.

But now, Washington is taking a hard look at manoeuvres that help banks dress up their financial statements, and is raising some uncomfortable questions about banks' bookkeeping.

The techniques in question, which are normally relegated to the shadows of finance, were expected to have been thrust into the spotlight yesterday by the federal committee that is investigating the causes of the financial crisis.

The Financial Crisis Inquiry Commission was expected to focus most sharply on the way banks slid down their balance sheets before reporting their results, as well as loans they receive from entities like special-purpose vehicles and hedge funds, which are allowed to operate with little public disclosure.

What is perhaps surprising is that many of the practices that enabled investment banks like Lehman Brothers to mask their deteriorating finances during the crisis are still wide open — and are still being employed by other banks.

Before it collapsed, Lehman crossed the line with a strategy that enabled it to hide US\$60 billion (2400 billion), according to a report on the bankruptcy released earlier this year by a court-appointed examiner.

"The big question is the extent to which other major banks used, and will use, creative financing techniques, and whether they, like Lehman, broke any rules."

The Securities and Exchange Commission (SEC) is examining the borrowing practices of nearly two dozen financial companies. It is unclear if the SEC will try to sue any wrongdoing.

"Do financial institutions window dress? Yes," said Mr Brad Hertz, an analyst with Sanford C. Bernstein & Company, who was Lehman's chief financial officer in the 1990s.

The windowing is typically carried out in a variety of ways on a bank's trading floor.

In what is known as "netting," for instance, banks that own similar shares with each other, or their clients, can avoid recording those assets on their financial statements.

Fashion Season @ Orchard

ORCHARD ROAD A GREAT STREET

2 Apr - 9 May 2010



THE OFFICIAL CARD



SPH Newspapers and Magazines

Reaching the masses effectively

Advertorials in Nuyou magazine



2 Apr - 9 May 2010 THE OFFICIAL CARD



SPH Online Platforms

Reaching the online community



AsiaOne Diva

A website under the AsiaOne network, Singapore's no. 1 news and lifestyle portal with 150 Million page views and over 10 Million unique users a month



The Straits Times RazorTV

A web TV service that combines the internet and TV platform with 5 million page views and 900,000 unique audience a month



FSO microsite

Comprehensive source of information on FSO with 98,070 page views between 12 March and 9 May 2010





SPH Online Platforms

Reaching the online community

- Media Execution
 - **Leaderboard on AsiaOne Diva** directed traffic to the FSO microsite
 - **The Straits Times RazorTV** produced videos of major FSO events available for public viewing and showcased 10 models in the FSO Asian Model Contest
 - **FSO Micro-site** provided comprehensive and up- to- date information on FSO and served as a platform for photography challenge and fashion styling workshop registration





SPH Online Platforms

Reaching the online community

FSO Leaderboard on AsiaOne Diva

Divia - Windows Internet Explorer
 http://www.divaasia.com/

File Edit View Favorites Tools Help

Divia

Fashion Season @ Orchard
2 Apr - 9 May 2010

Fashion Styling Workshops

Great Nights Begin from 17:59

asaone **Divia** BETA

TOP 10 WEBSITE NOWWISE 2009

TOP 10 WEBSITE NOWWISE 2009

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updated 11 Jun 2010, 11:28

user id password Singapore **Find** Powered by rednano.sg

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home
 make me over
 love sos
 people watch
 parenthood
 videos
 photos
 just talking

Go
 search site

Diana's gown fetches \$409,900
 A racy black gown worn by Princess Diana at her first official appearance with Prince Charles after announcing their engagement was snapped up by a Chilean fashion museum.

latest articles

- Shopping galore at Marina Bay Sands
- Mum wants world's heaviest woman title
- Too prissy
- Diana's gown fetches \$409,900
- Carlisle's Go-Go life of

advertisements

Stand A Chance 2 Win A Trip To Australia

Great places for a festive treat
 Travel ideas for your next holiday.

BEERFEST ASIA 2010 16 - 20 June Marina Promenade TICKETS FROM BYTES with OCB TITANIUM

Catwalks from around the world

Keep up with your favourite celebrities

Done Internet 100%





SPH Online Platforms

Reaching the online community

FSO microsite www.fsoorchard.com

The screenshot shows the microsite for Fashion Season @ Orchard 2010. The browser title is "Fashion Season @ Orchard 2010 | The Singapore Fashion Event of the Year - Windows Internet Explorer". The address bar shows "http://www.fsoorchard.com/". The page features a large banner with the text "Fashion Season @ Orchard" and "2 Apr - 9 May 2010". Below the banner is a navigation menu with links: Home, Welcome to FSO 2010, Contests, Workshops, Media Room, Volunteer, Events Calendar, Gallery, and Promotions. The main content area includes a "Share this with Friends" button, a "Singapore" location selector, and three featured sections: "Wine, Dine, Shop & Relax", "EVENTS", "WORKSHOPS", and "CONTEST". The page is powered by HIND rednano.sg.





SPH Online Platforms

Reaching the online community

F50 videos on The Straits Times RazorTV

The screenshot shows the RAZORTV website interface in a Windows Internet Explorer browser. The search bar contains 'F50' and the results page displays several video thumbnails with titles and descriptions related to the F50 Asian Model Search 2010.

Search Results:

- Lifestyle**
F50 Asian Model: Eunice W (AM1) (F50 2010 Ep 1.1)
...Australia and Korea vying to be the F50 Asian Model. Meet all the 10 model...
F50 Asian Model Search 2010 is one of the highlights of F50 or Fashion Season...
- Fashion**
F50 Asian Model: Christabel C (AM5) (F50 Ep 1.5)
...Singaporean representative at the F50 Asian Model Search contest. Does...top 4...
Fashion Season at Orchard...SMS vote for your favourite "F50 Asian model", and...
- Fashion**
F50 Asian Model: Wang Fei (AM9) (F50 Ep 1.9)
...of the top 10 models vying for the F50 Asian Model Search F50, or Fashion Season...
brings...fashion. SMS vote for your favourite "F50 Asian model", and stand to win...
- Lifestyle**
Asian Models strut their stuff (F50 2010 Ep 3.2)
...be the next big thing. Check out how they fared at the F50 Female Nuyou Catwalk Collection 2010 SMS...
vote for your favourite "F50 Asian model", and stand to win \$1000 in shopping vouchers...
- Lifestyle**
Vivienne Westwood's Anglomania (F50 2010 Ep 3.8)
...life of their own and shoes complete with wings. Need we say more? SMS vote for your favourite "F50...
Asian model", and stand to win \$1000 in shopping vouchers and prizes. Details at http://www...
- Fashion**
Rizal: Model maker (F50 2010 Ep 2.7)
...his impression of the 10 models selected for the F50 Asian Model search. Keep your ears peeled to...
find...a rising star SMS vote for your favourite "F50 Asian model", and stand to win \$1000 in shopping...
- Lifestyle**
The Final Countdown (F50 2010 Ep 3.13)
...overwhelmed the runway for the spectacular finale of the F50 Female Nuyou Catwalk Collection...
2010 SMS vote for your favourite "F50 Asian model", and stand to win \$1000 in shopping vouchers...

Navigation: GO TO PAGE [Prev] 1 2 3 4 [Next]





SPH Outdoor Platforms

Reaching people on the move

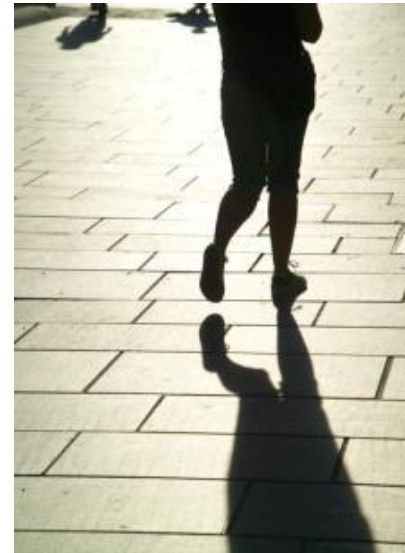
Great visual impact for visual subject matter.



Reaches people on the go.



Singaporeans are spending more time out of home.



ORCHARD ROAD
A GREAT STREET

Fashion Season @ Orchard

2 Apr - 9 May 2010

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SPH Outdoor Platforms

Reaching people on the move



**Singapore
Visitors Centre @
Orchard**



313@somerset



Paragon



Plaza Singapura



Wisma Atria





SPH Outdoor Platforms

Reaching people on the move

- Media Execution
 - **Digital posters** were run on LED screens to encourage participation in the FSO Shop and Dine Draw at consumers' point of purchase





SPH Outdoor Platforms

Reaching people on the move

Outdoor Large LED Screens



313@somerset outdoor LED



313@somerset indoor videowall



Singapore Visitors Centre LED





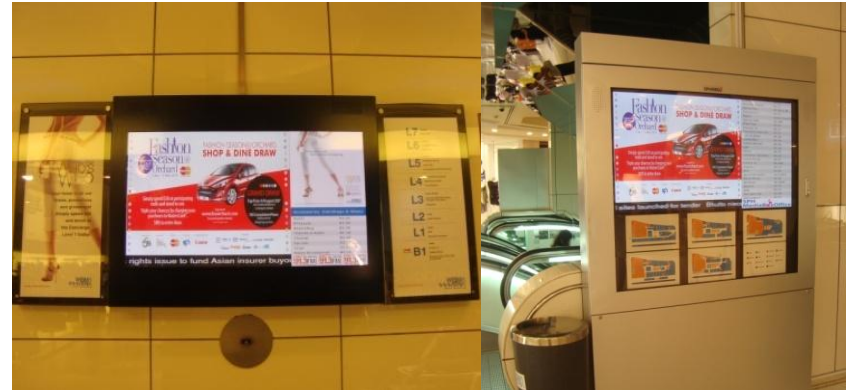
SPH Outdoor Platforms

Reaching people on the move

Indoor malls digital screens



Digital poster @ Plaza Singapura
Customer Service Counter and Lift
lobbies



Digital poster @ Wisma Atria Customer
Service Counter and Lift lobbies



Digital poster @ Paragon Taxi
stand and Lift lobbies





SPH On- ground activations



Events

6 main events at different locations along Orchard Road



Street Banners

48 banners on 24 lamp-posts along Orchard Road





SPH On- ground activations

- Media Execution
 - **A series of events** were held to bring different aspects of fashion to the masses. These events included an indoor and outdoor multi-label spectacular catwalk show, a fashion styling workshop and a fashion photography forum and first large scale fashion photography street exhibition .
 - **Street Banners** were put up on 24 lamp-posts along Orchard Road





SPH On-ground activations

Events



20 March 2010 (Sat): Canon FSO Fashion Photography Forum



1 April 2010 (Thu): Media Briefing at Cafe Revive at The Centrepoint



2 April 2010 (Fri): Launch Party at Mandarin Gallery



2 April – 9 May 2010: Canon FSO Focus on Fashion Photography Street Exhibition



10 April 2010 (Sat): Female & Nuyou Catwalk Collection Show at Paragon (Indoor & Outdoor)



16 April – 25 April 2010: FSO Fashion Styling Workshop at The Centrepoint





SPH On- ground activations

Street Banners



Fashion Season @ Orchard

A whole new fashion experience from 2 April to 9 May 2010



Fashion Season @ Orchard
In conjunction with: **ASIA FASHION EXCHANGE**
Official card: **MasterCard**



Fashion Season @ Orchard
ORCHARD ROAD A GREAT STREET
2 Apr - 9 May 2010
MasterCard THE OFFICIAL CARD

Contents

- SPH is On!
- Campaign Activation
- **Results**





Campaign results

Event turnout/ participation **exceeded minimum target of 48,000 visitors**, with a commissioned survey showing **turnout of 141,541 visitors** to the key events at Orchard Road.

3 in 10 were at Orchard Road to participate in FSO's activities.

12% of tourists came to Singapore specifically for the event.

The average tourist shopping expenditure in Orchard Rd was **S\$376 per Tourist, S\$176 higher than the set performance target of \$200** average spend per tourist





Topline Campaign Facts & Figures

- Around **5,000 shopping vouchers** were redeemed by shoppers who spent a minimum of \$200.
- **10,000 SMS voter** entries were received for 4 contests
- **400** people participated in the FSO Fashion Styling Workshops
- **520 entries** received for the Canon FSO Fashion Photography Challenge
- **6,500 spectators** attended the Female & Nuyou catwalk show (vs. target of 5,000)
- **Over 90,000** in page views for the FSO microsite
- **\$2.288 million** worth of editorial/news generated



Client's Comments

"Orchard Road is Singapore's most famous shopping street and naturally the best place to celebrate fashion. We believe that fashion should be accessible to all and Fashion Season @ Orchard has helped us excite the wider audience in appreciating fashion. We want to continue and make it an iconic event on Orchard Road."

Mrs Sng Ngoi May, Chairman, ORBA

"MasterCard is proud to be the official sponsor of the first ever Fashion Season @ Orchard with ORBA. This initiative brings to consumers six weeks of exciting fashion events and retail privileges, and we are glad to be collaborating with ORBA, STB and SPH to bring this to our customers for their cardholders. MasterCard has long been a strong supporter of the retail and fashion industry, and involved in fashion initiatives across the world. Cardholders can look forward to enjoying exclusive MasterCard privileges through this time, as they celebrate the best of fashion in Singapore. Singapore is among the region's key fashion and lifestyle hubs, and we look forward to both our local and overseas cardholders enjoying themselves along the Orchard Road belt."

Ms Julienne Loh, Vice President and Country Manager, Singapore, MasterCard Worldwide

"Peugeot is a style icon in the world of automobiles. As Fashion Season @ Orchard is the style event of the year at Orchard Road, it is the perfect vehicle for the brand to showcase its creativity".

Ms Medy Widjaja, Marketing Manager of Autofrance, which distributes Peugeot in Singapore

"We welcome the strong partnership between ORBA, MasterCard, SPH and retailers which have resulted in this celebration of fashion. Undoubtedly, Fashion Season @ Orchard will build much buzz and excitement along this great street and is well-timed to complement the various events under Asia Fashion Exchange..."

Mr Andrew Phua, Director of Tourism Shopping and Dining, STB

"It is almost impossible to conceive a world of fashion without fashion photography, because it is through photography that cutting-edge fashion becomes more accessible to everyone. Fashion Season @ Orchard is the perfect opportunity to take high-fashion to the streets of Singapore and to discover the local fashion photography stars of the future."

Mr Melvyn Ho, Vice President of Consumer Imaging and Information Group, Canon Singapore



Client's and Customer's Comments

Female & Nuyou Catwalk Collection Show

"The show was great! My greatest compliments to your team for a wonderful presentation"

**Ms Shu Lee, Assistant Manager (Brand Marketing)
Marketing & Communications for Island Shop**

"Congratulations on a very successful event on April 10. The show was very well executed and beautifully presented."

Ms Jennifer Lee, Manager, Marketing Communications for Etro

"I felt totally excited after watching the show. It was inspiring and interesting. It made me want to learn more about fashion."

Ms Sing Shi Xin Hui, singer and celebrity

"It's a really phenomenon show. They have brilliant idea to do something like that. It's amazing."

Ms Karen Ng, Fashion Stylist

"It was exciting but also pressurising at the same time. I believe this was the first time any hair salon had done one show with so many models (125). The show turned out great and I am happy to involve in next year's show with more models, 200 would be an achievement." The multi-label catwalk show with 125 models had hair styled by Action Hair Salon in collaboration with Redken hair products.

Mr Vinn Wong, Managing Director of Action Hair Salon

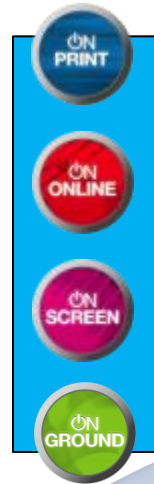
"It is actually my first time watching the catwalk, hence it's like watching through a kaleidoscope. It's fascinating. It's great for Singapore's fashion industry"

Ms Joi Chua, Singapore singer & celebrity





Benefits to advertisers



sph

Strong branding and visibility across SPH media

Connect with target audience via 4 media & marketing platforms: on print, online, on screens and on ground

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



2 Apr - 9 May 2010

Fashion Season @ Orchard

ORCHARD ROAD
A GREAT STREET

2 Apr - 9 May 2010

MasterCard
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Partners of 2010

Brought to you by



In conjunction with



Official Card



Co-organised by



Official Digital Imaging Partner



Official Makeup

BOBBI BROWN

Official Hair Product

REDKEN
5TH AVENUE NYC

Official Catwalk Hair Salon



Official Fashion Workshop Hair Salon



Official FSO Launch Hair Salon

Salon Elite

Participating Malls

313
@somerset

FORUM
The Shopping Mall

ION
ORCHARD

Mandarin/Gallery

orchardcentral

PARAGON

plaza
singapura

TANGS
ORCHARD

The CentrePoint

THE HEEREN

WISMA
ATRIA
where it's all happening

Participating Fashion Labels

ALDO
SHOES & ACCESSORIES

ESPRIT

MARKS &
SPENCER

ROBINSONS

UNITED COLORS
OF BENETTON.

A
AIGNER

Levi's

Liz Claiborne
new york

T.M. Lewin
Established 1898 - Jermyn Street London

look

alldressedup

Island Shop

E T A O

Vivienne Westwood
SINCE 1970

SONIA
BY SONIA RYKIEL



Fashion Season @ Orchard

ORCHARD ROAD A GREAT STREET

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Lifestyle THE STRAITS TIMES RAZOR TV

Get your fashion season front-row view on RazorTV

By No. 1 Site

RazorTV will bring the fashion season to you with the most comprehensive coverage of Singapore's fashion and events, entertainment, lifestyle and sports content and events. It's engaging and easy to use and is especially appealing to internet users in the 18-34 years age group.

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