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NEWS

## ZoCard gets the votes for Oz

ZoCard was the choice again for a Television Australia campaign. This time, consumers were asked to vote for their favourite Australian travel consultant. The 90,000 cards were all picked up within 11 days. Made in Singapore was the creative agency behind the campaign.

Susan Knudsen, Key Account Manager, said she thought the attractive design contributed greatly to the success of the campaign. The winning travel consultants received special prizes.

