

# **The Great ZoCard Lifestyle Survey 2004**

ZoCard, Singapore's free postcard advertising company, turns 10 this year and recently conducted a media survey to profile its audience and gather strategic information on their interests, consumption and attitude towards ZoCard.

The Great ZoCard Lifestyle Survey ended on 15<sup>th</sup> December 2004. It was conducted online at [www.zocard.com/survey](http://www.zocard.com/survey) on survey leaflets placed at selected ZoCard racks. Prizes worth over \$20,000, including prime "lifestyle" brands and products were given away to participants.

To spread the news about the survey and drive traffic to the website, ZoCard produced promotional materials and collaterals distributed at its venues. These included postcards featuring the brands of the main prize sponsors on the front, survey leaflets, banner ads on the top of ZoCard racks and voting boxes featuring creatives of all the prizes in selected venues. The collaterals used were truly creative and eye-catching and enticed many people to pick up the cards and go to the website to complete the survey.

ZoCard definitely achieved what it set out to do - to invite participants to complete the survey using its very own medium. All in all, 1,195 responses were received - 93% was received through the website, far exceeding the expectations of ZoCard, demonstrating that postcard advertising is a good avenue for promotions. The results of the ZoCard survey are currently being audited by MCS and will be presented to industry professionals early this month.