

Postcards from the Hall of Fame



Dr. Martens' ZoCard
By: Marcus Chhan, Singapore
Published: 13 February 2008

Singapore - Postcard advertising industry veteran of 12 years, ZoCard will sponsor a Free Postcards award at this year's Singapore Advertising Hall of Fame which aims to show the year's best free postcards created and distributed in Singapore.

"The award will give creative teams an incentive to develop cutting edge campaigns that can be delivered via our media, while generating better branding and recall for their clients. Of course, the overall objective is to stand out from all the rest by using outstanding creative," Dinesh Singh, sales & marketing director for ZoMedia, said.

The award is open to advertising agencies and advertisers from Singapore as well as from overseas. Harpreet Singh, CEO ZenithOptimedia, said that with the increasing number of clients engaging ZoCard as a strategic medium for advertising campaigns, the postcard advertising industry is growing.

"The launch of this award is a step in the right direction to give higher prominence to this growing medium," he said.