

ZoMedia

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ZoMedia Take(s) Note



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Singapore - ZoMedia has acquired TakeNote's postcard advertising business with the latter deciding to concentrate on its events arm, TakeNote Events.

A press statement made by ZoMedia said both management teams were working together to ensure the seamless transition of venues and customer base.

Sales and marketing director for ZoMedia, Dinesh Singh, said under the contract agreement, ZoCard gets all of TakeNote venues but not all were seen as prime and so the company is now "cherry-picking" the better ones. He also confirmed that pre-booked campaigns on TakeNote will roll out on the larger ZoCard network.

ZoMedia is currently reviewing whether to assume staff from TakeNote.

MD for TakeNote, Matthew Bennett, told *Marketing* the decision to sell was based on there being potentially more money to be made in events and that the small market in Singapore had made it tough to compete with ZoCard.

"ZoCard was stronger in that market and it was bit of an uphill struggle," he said.

Bennett, who was a former ZoCard employee, created TakeNote four years ago. TakeNote Events is currently working on the upcoming Singapore Beer Festival which happens in September and other clients include the Singapore Slingers.



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