

Chivas Live on the cards



Chivas die-cut card

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Singapore- To promote its upcoming '[Chivas Live](#)' party, which coincides with the night of the F1 race, Pernod Ricard's Chivas Regal has launched a Jaab/Concept Alliance-created campaign involving a quirky design of a die-cut card resembling a wallet.

Helping out with the campaign is Singapore-based freecard company ZoCard, flagship of ZoMedia, which has distributed over 10,000 such cards for Chivas since the campaign launched on 9 September. OMD is responsible for the strategic media planning.

"In relation to the exclusivity of this one of a kind pool party event, the cards exude uniqueness and come packed individually in transparent PVC covers with stickers on them to clearly entice its target audience," Dinesh Singh, sales and marketing director, ZoMedia, said.

The campaign, targeting people between the age 20-35, will run through till the event on 26 September.

Other executions of the campaign involve sending out email blasts to the target audience and magazine insertions in popular publications like *Arena*, *August*, *I-S* and *Juice*.



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