

### Post-its with a posting of acceptance



Postcards with post-its  
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Singapore - As part of its ongoing Yellow Ribbon Project (YRP), Singapore Prison Service is using ZoCard postcards with post-its for the first time.

About 30,000 such cards have been distributed across 500 venues of ZoCard network.

"This is the first time ZoCard has incorporated the 'post it' concept into its postcards. While the concept flows well with the rest of the advertisements for the campaign, the ZoCards have an additional 'peel off' factor to make it more appealing," Baby Tai, key account director, ZoMedia said.

The [YRP campaign](#) created by Up BrandBuzz is running across TV, print, radio, outdoor and other supporting collaterals. Universal McCann is responsible for the media planning of the campaign, which aims to spread the message of giving ex-offenders a second chance to reintegrate into the society.

