

ZoMedia

ZoMedia Pte Ltd 179 River Valley Road #01-01 River Valley Building Singapore 179033 Tel: (+65) 6883 1525 Fax: (+65) 6883 1526

MARKETING-interactive.com

ZoCards now agents for Malaysia

By: Llew-Ann Phang, Malaysia
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Malaysia – Marketers and advertising agencies have a new option to promote their products and services in Singapore through ZoCards by working with outsource marketing company Launchpad Sdn Bhd.

The newly set up firm, under the leadership of managing director Stefan Pertz, has recently been appointed as Singapore ZoCard's official representative for Malaysia.

“It is amazing what creative solutions are possible with such a small space. Not only is this a great advertising medium but also a fantastic collector’s item,” Pertz said.

Dinesh Singh, sales and marketing director for ZoCard noted the opportunity to reach Singaporeans who flock to the causeway for cheap products.

“With this in mind, it makes great sense for Malaysian businesses to promote their products and services in Singapore through ZoCards to spread more awareness,” Singh said.

ZoCard has been around for over 14 years and is Singapore’s audited freecard company. Owned by ZoMedia Pte Ltd, it has around 500 distribution points in lifestyle areas, and claims a pick-up rate of 1 million each month.



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