

# Media

## Launchpad to represent ZoCard in Malaysia

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**KUALA LUMPUR - Singapore's free postcard company ZoCard has appointed Launchpad as official representative for Malaysia.**

With its 500-plus distribution points and a pick-up rate of one million per month, Malaysian advertising agencies and marketers are now able to promote their products services and events on the ground in Singapore.

"Postcard is a popular and attractive advertising medium in Europe and now in Asia because of the low cost per contact, and great creative ideas. Also the pick up rate is fast," said Stefan Pertz, MD of Launchpad added, "ZoCard's distribution networks are the frequent touch points of white collar workers and those with high disposable income. Clients can request which particular market segment they want to target."

The ZoCard racks are placed in Singapore's central business districts (CBD), popular eating and drinking venues areas, cultural and educational institutions, fitness centres and media and design companies.

