

ZOmedia

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



ZOCARD APPOINTS LAUNCHPAD!

Launchpad Sdn Bhd has been appointed the official representative of Singapore's ZoCard for Malaysia. Through Launchpad, Malaysian advertising agencies and clients are now able to promote their products and services via this high-impact medium in Singapore.

ZoCard is the region's leader and Singapore's only multi-award-winning, audited freecard company. With around 500 distribution points and a pick up rate of a million per month, it is probably the most impressive network of its kind in the world on a per capita basis.

The ZoCard racks are placed in Singapore's top lifestyle areas around the island. Malaysian companies can now use the ZoCard network to promote events, products, or services. Whether you are aiming at attracting Singaporeans to visit their neighbouring country, or to promote services and products across the causeway, ZoCard is a powerful channel that reaches locals and tourists alike.

"We are very happy about this agreement", states Stefan Pertz, Managing Director of Launchpad and a vivid ZoCard fan. "ZoCard's Freecards have been available for over 14 years. 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."



Z::CARDPLUS



Navigator

Superbrands