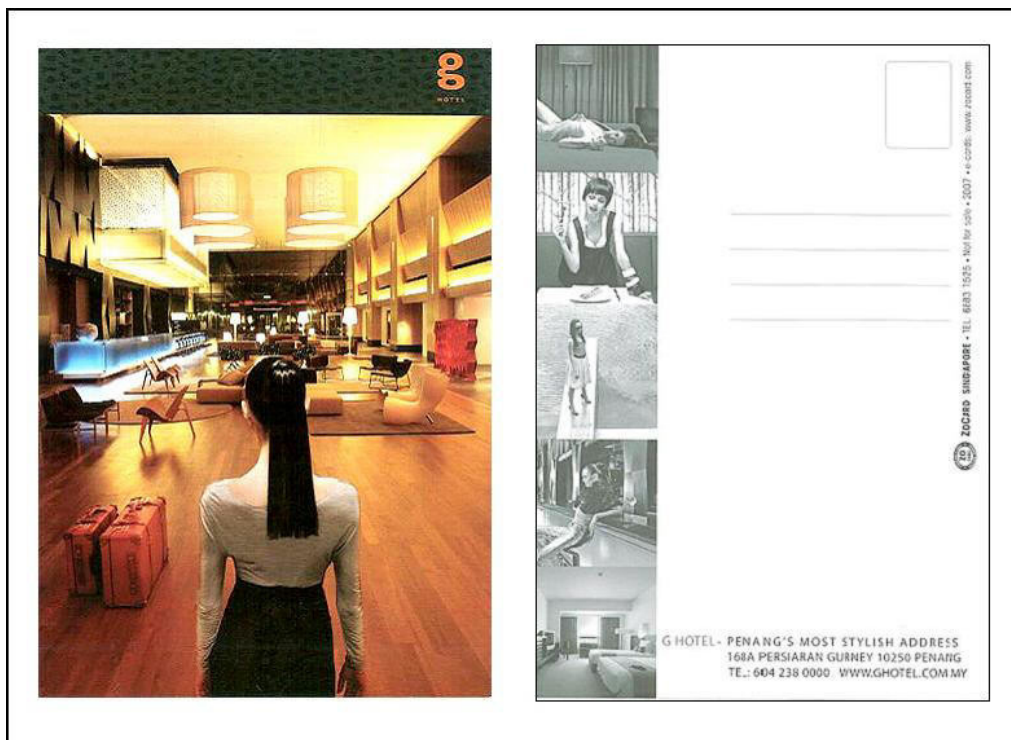


ZoCard G-Hotel

G-Hotel engaged ZoCard as an advertising platform to produce a postcard campaign in aid of their marketing strategy to promote their boutique hotel in Penang, Malaysia. 50,000 cards were printed for this campaign.

The client requested for 1,000 cards to be kept for their own distribution, while the remaining 49,000 were distributed to the hundreds of venues in ZoCard's network. With an attractive design, the pick up rate of the cards was overwhelming, with a total of 47,852 cards being snapped up. The campaign proved to be successful in gaining publicity for the client.



Launchpad Sdn Bhd has been appointed as the official representative of Singapore's leading free postcard company, ZoCard, for the Malaysian region. Through Launchpad, Malaysian advertising agencies and clients can now spread awareness, and more importantly, promote their products and services via this high-impact medium in Singapore.