

Media



Tiger Beer adds ZoCard campaign in integrated “Soul” drive

by Kenny Lim 9-Apr-09, 16:24

SINGAPORE - With the launch of its Tiger "Soul" design bottles, Tiger Beer has launched a series of Tiger "Soul" ZoCards to accompany its latest marketing drive in Singapore.

The ZoCard media drive features a perforated, die-cut postcard and a standard postcard with the limited edition designer bottle and is designed by Thai artist, Preecha Israphiwat of Bangkok outfit 8e88.

A total of 80,000 cards, 40 000 of each design, will be placed at ZoCard racks islandwide with highest priority on nightlife zones and dining establishments.

Winston Seow, marketing manager of Tiger Beer, commented: “Tiger Beer has always been committed to bringing the best beer experiences to beer lovers. With the launch of the Tiger “Soul” design bottles, we want to enhance the beer drinking experience with this energetic funky design while still delivering the same award winning taste. As these bottles will be available for a limited time only, we came up with the idea to produce the eye-catching “Soul” ZoCards to give fans a special keepsake of this unique bottle.”

"The purpose behind this perforated bottle is to get beer lovers to interact with the card. This ZoCard is a unique combination of form and functionality. It not only looks good but the perforated bottle can be used as a bookmark or a sticker," said Bel Ong, designer at Saatchi & Saatchi Singapore, creators of Tiger’s latest ad campaign in the city-state.