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Tiger Roars In Early - ZoMedia

Tiger Roars In Early!



In a bid to induce a roaring start to the New Year ala Tiger style, ZoMedia launched a Tiger Promotion - giving up to 30% off its marketing and advertising services. The campaign appears on the company's very own ZoCards found on all ZoCard racks, and also on Navigator Magazine. Its marketing message is on ZoCard's website and social network sites such as Facebook and Twitter.

The postcard embodies the face of a Tiger, designed by ZoMedia's creative division M.a.d.e in Singapore, and has attracted positive responses from the public, and essentially garnered a good postcard pick-up rate.

The company took an extra step to create a 'scene' and sent a pair of talents decked in sexy Tiger outfits to the doorsteps of media agencies to create more awareness of this promotion. These 'tiger' talents caught the stares of passersby and handed out ZoCards along the Central Business District area to spread the message virally!

Way to go ZoMedia - the next best thing to having a couple of real 'live' tigers visiting ad and media agencies downtown!

R O A R!!

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